

«Long_Date»

«Seller_Firstname1» «Seller_Surname1»

«Seller_Address»

«Seller_Suburb», «Seller_State» «Seller_Postcode»

Ph: «Seller_Mobile»

Dear «Seller_Firstname1»,

All salespeople and agents associated with our company have now been notified that your home is now on the market.

During our conversation at the time of listing your property, I drew your attention to a number of points associated with the listing process. As the information was extensive, I have detailed them below as this will assist us with the successful sale of your property.

Please feel free to call me at any time if you wish to discuss any or all of these contents:

1. Setting the reserve price must be done the day before or on the day of the auction to allow for the campaign to provide you with accurate feedback before setting the final price. You will then be able to communicate the market price and how closely it meets your needs.
2. Written weekly feedback will be provided including direct comments made by people inspecting your property. These comments will not be embellished and will be provided to you in the same context as they were received.
3. As mentioned, there are 3 stages in the auction process where a sale can be affected:
 - a) before the auction if a satisfactory offer is received,
 - b) on the auction day through competitive bidding, or
 - c) after the auction if the reserve price is not reached.
4. We will review the campaign on a weekly basis and if sufficient enquiry is not being received within the first two weeks, we will discuss the possibility of intensifying the overall marketing program which will therefore require further advertising contribution from you.
5. To maintain a competitive edge, the anticipated reserve must not be disclosed. If asked by potential buyers or other agents it is advisable to make them aware that, subject to the feedback you are receiving from the marketing, the price may change and therefore you will be setting the reserve on the day.

Thank you for listing your home with <<insert company name>>. Your confidence in us is greatly appreciated.

Yours faithfully,

«Salesperson_Name»