

«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 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. If the property is not sold within 4-6 weeks it will be because of one of three reasons, price, presentation or marketing. I have diarised to call you to discuss both on \_\_\_\_\_ (date) if the property is not sold.
2. As the For Sale sign will attract the attention of other agents, we are more than happy to work with them. If they offer you a buyer, please obtain their details so that we can arrange an inspection particularly if they feel they can get a better price for your property.
3. Allowing myself or one of my colleague's complete access and freedom to move about the property without interruption is important so that we can freely converse with the purchasers and discuss their feedback in privacy.
4. Your property will be immediately matched to the existing buyers in our database and as mentioned; if we are fortunate to find a buyer immediately we trust this will suit your needs.
5. Should a private enquiry call from our For Sale sign, to test whether they are qualified or just browsing, ask them to wait in their car while you telephone us to arrange to demonstrate the property. Whether they stay or leave will determine how qualified they are.
6. We will call you prior to any inspection. However, from time to time as myself or any colleagues are moving through the area, our purchasers may express an interest to see your property particularly if they have noticed the For Sale sign. Your choice is to show them through or ask them to come back.
7. The progress of your property will be discussed at our weekly meetings. Feedback from the salespeople will be given to you and this feedback is based on their perception of the market price and the needs of their individual buyers. We trust you appreciate our directness.
8. Also conducted on a weekly basis is our buyers meeting. This allows us to match qualified buyers to sellers in specific price ranges. Often buyers are looking in price ranges lower

than what you may be asking. However, if they see your property and are a motivated buyer, they may be able to find the extra funds. I will call you and give you the opportunity to say yes or no to an inspection.

9. I have also diarised to call you on \_\_\_\_ (date) to discuss the extension of the agency period. As a buyer may have been found at that point in time they will want the security of knowing that the property is still with our agency. If the property remains unsold we will need to plan the next part of the marketing campaign with you.
10. Again the main purpose of advertising is to create qualified buyer enquiry. Certain properties when advertised generate more calls than others. Our overall emphasis will be on selecting properties that motivate buyers to contact us. Your property may therefore not be advertised each and every week but you have the security of knowing that we are advertising on a consistent basis.
11. I will contact you on a weekly basis, however if you need further information and wish to talk to me, please call at any time. My feedback to you will be as direct as possible and will be based on the information I receive from intending purchasers, salespeople and other agents.

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

Yours faithfully,

«Salesperson\_Name»