

Real Estate Listing

Expired Letter #1

Dear _____,

I was so sorry to hear that you were unable to sell your home. I know it's disappointing, but please stay positive. I've looked over your home's selling points, and knowing this market, I believe your home absolutely can sell – and for an excellent price.

If you're still interested in selling, I can show you my successful sales strategy. I've used it time and again, and it works. Isn't it reassuring to know that there is a proven technique for selling homes similar to yours and in your area?

You should act quickly though. Homes that linger on the market often get a false reputation as “un-saleable”, and that is definitely not your home. Call me and we can get started right away. I can be reached anytime at: 239-000-0000.

Yours truly,

P.S. Even if you just have a question about selling, please feel free to call me: 239-000-0000.

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Expired Letter #2

Dear _____,

I just wanted to let you know how sorry I am that your home didn't sell. You must be disappointed, but I hope you are not discouraged. Your home has many excellent selling points and I believe that it can sell, and for top market price.

The sales strategy I use is tailored for each home I sell, and I get very good results. It has worked for other home sales in your area; I know it will work for yours. Doesn't it make sense to work with an agent who has a proven record for selling homes similar to yours?

We should talk soon if you're still interested in selling. Homes that sit on the market for a time often become "stale" to agents and buyers. To get top dollar, we'll have to work quickly to reposition your home as the desirable and valuable property that it is. I can be reached any time at: 239-000-0000.

Yours truly,

P.S. I'll be happy to answer any questions you have, just give me a call: 239-000-0000