

Dear:

We have just reached the 45th day in our marketing program on your home. I thought now would be a good time for a check-up and status update of our efforts to date. I am very committed to getting your home sold and helping you achieve your goals.

There are four main factors that can affect the sale of a home:

- Price: Is your home competitively priced compared with other similar homes currently for sale and comparable to actual recent sales.
- Condition: Does your home sparkle from front to back, top to bottom, inside and out. The sheer volume of inventory right now demands listings to be in top condition.
- Location: Does your home have any positive and/or negative locale factors – power lines, railroad tracks, commercial development nearby, etc.
- Demand: Are we currently in a “buyer’s market” or a “seller’s market”, how many months of inventory is our market carrying, etc.

When analyzing these factors there are really only two that we can control; price and condition. We need to make sure that we are right on target with respect to both of these areas. I will continually monitor what the market is telling us regarding price and I know you will make sure your home is always looking its best and I appreciate your patience and efforts. The following marketing efforts are in place:

- Sign and lockbox
- Listed in MLS and FMLS as well as thousands of websites nationwide
- RE/MAX.com, Realtor.com, AJC.com and more!
- Just Listed postcards have been mailed to neighborhood
- Attraction brochures outside, color brochures and marketing materials inside
- Special Feature cards highlighting extra benefits and features
- Target mailing to key agents with listings in area and neighborhood every two weeks
- In-office networking via brochure boards, caravan, brochures and emails

Please be assured that getting your home sold is a top priority for me and I am diligently looking for a buyer for your home and have the specifics about your home in front of as many prospects as possible, be it other agents, drive by traffic, or my referral base. I would like to personally meet with you to discuss our strategy as we move further into our marketing program. I have enclosed a market update on activity in your neighborhood as well as your direct competition outside your neighborhood, but still within your school district.

I will be in contact soon to set up an appointment, but please do not hesitate to contact me sooner if you have any questions.

Sincerely,