

## **SAMPLE “EXPIRED PROSPECTING” LETTERS**

Dear Expired1:

Did you know that 60% of all the homes that enter the real estate marketplace end up as expired listings?

Unfortunately, statistics like these only serve to tell you that you're in the majority. They don't tell you how to jump into the minority.

But perhaps I can help: If you would be willing to give me your insights into why your home hasn't sold, I would be willing to give you my suggestions on how I think it could be sold.

This offer is designed to keep me up-to-date on changes in the marketplace. And to give you the opportunity to see if I might be the salesperson who can help you jump into the precious minority of home sellers.

Please call at your convenience and we'll arrange a time to visit your property.

Sincerely,

Name  
Your REALTOR®<sup>3</sup>

## **SAMPLE “7 YEAR FOLLOW-UP” LETTERS**

Dear 7years2:

It’s Month #2 in your new home and, chances are, you’re still living out of a few boxes— or looking for the boxes that have somehow succeeded in eluding you.

Moving in and getting settled is a huge undertaking. I know, because I’m involved in the process every day. If there’s something you need—supplies, a question answered, the phone number of a vendor or a workman, maybe you just need help locating a few missing boxes—please don’t hesitate to call.

My interest in your complete satisfaction continues.

All my best,

Name  
Your REALTOR®<sup>2</sup>