



# My Town Gurus

No One Knows Your Town Like A Guru

**MyTownGurus.com**

Expired Date

Dear Homeowner,

Did you know that 60% of listings end up expired? I specialize in getting slow-selling homes sold. I have reviewed your listing and would like to discuss with you a fresh marketing approach focused upon getting results FAST, while at the same time maximizing your sale price. By now, you may have an idea as to what went wrong. Perhaps we could get together and compare notes? I am sure we can come up with a plan that will get your house back on the market and ready for an offer.

Most agents will ask you to sign a multi-month listing agreement. This makes sense, as marketing costs require a significant multi-month investment and cannot easily be cancelled at a moments notice. However, this does not give you the flexibility to fire your agent if they are doing a poor job. You must wait until the end of the contract and find a new agent, which is where you are now.

**I am so confident in my ability to sell your home that I am willing to put a guarantee in writing.** You can fire me at anytime, no questions asked. This is a risk on my part, but it speaks volumes about my confidence in meeting and exceeding your expectations.

I know we can sell your home. Give me a chance!

Sincerely,

Joe agent  
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