



PLC 104 Activity 6 Post Listing Thank You Email

Email – Day After Signing Listing

Subject :Thank you!

Dear Clients Name,

Thank you again for the opportunity to help you get your home sold. Marketing a home, or any property involves a complex but orderly series of steps, and they all must take place to lead to a successful transaction. It is also a team effort. We handle the 'Realtor stuff.' And you do the 'seller stuff,' which means to do everything we talked about to properly stage your home for showing, so that we can get it sold for you in the shortest time, and at the highest possible price. Here are your most basic 'seller stuff' items:

1. Think of your home as a model home. Just like any other showroom, your home needs to be in 'perfect' condition, every day. THINK SHOWTIME, EVERY TIME! We know it's a chore, but remember buyers are comparing your home to all of the others they are looking at.
2. It's best for you to leave when your home is being shown. Buyers need to freely share their feelings with each other and their agent, and that is difficult if you are there.
3. Have the outside of your home show 'pride of ownership.' Buyers make at least 50% of their decision about your home before they ever come inside, so first impressions are crucial!
4. Refer to the 'Prepare Your Home For Sale Checklist' we left with you. Please let me know if you need another, and call me with any questions.
5. Refer family and friends to me.

Warmly,

Email signature

P.S. Now that you have your home on the market, you may know someone else thinking about making a move, either buying or selling. If you would like them to receive the same level of service, please let us know who they are so we can help them as well--thanks.