



GOLDEN TIGER REALTORS

You say Sell! we say Sold!!

THANK YOU LETTER | Seller

Date: _____ Seller's Name: _____

Address: _____

Dear: _____

I would like to thank you personally for the opportunity to market your property through our _____
_____ Marketing Program.

Rest assured that this marketing program is now in progress and until sold, you can expect the full attention, interest and involvement of our entire organization.

SOME KEY POINTS FOR YOUR CONSIDERATION:

- If anyone approaches you directly and asks questions in relation to the sale of your home, please refer them to me. Keep some of my business cards handy for this purpose.
- Buyers buy emotively so to enable them to become emotionally involved with your property we strongly recommend that you are not present in the home during open homes and private viewings. This encourages a relaxed atmosphere for purchasers. The negotiations may start as early as a first inspection.
- As discussed, my role is to offer your home to the market on your behalf. At our weekly meetings and in written communication there may be feedback that may make you unhappy. My job is to tell you the good, the bad and the indifferent. (Believe me, I love telling you the good news but unfortunately my role is to tell you all aspects of the feedback I am receiving from the market.) You could say I'm the messenger. These comments are not coming from me so please don't shoot the messenger. An informed Seller is one who is equipped to make the right decision. I will always be honest in the feedback and discussions we have.
- My job is to achieve you the maximum this market will pay. We will be gauging price indications very quickly in the campaign.
- Often your first offer can be the best you will receive. We have an existing pool of purchasers, one of them may very well be the purchaser for your home. It is important that we are prepared to look at this offer based on merits and price. If the offer is lower than you anticipated and I have information that is reflecting the market on price, I will ask you to look at that offer seriously. If indeed it is lower than the market feedback, I would be recommending that we decline and press forward with the campaign. I might add if you decide to accept an offer early in the campaign, I would be seeking all avenues to ensure every purchaser has an opportunity to place their offer forward.
- It is crucial that we meet on a regular basis for me to keep you informed as to the reactions from the purchasing market. The meeting will consist of weekly activity update, buyer comments and the planned marketing activities for the upcoming week. This meeting should only take 15 minutes of your time. This enables me to provide my very best service to you.
- Other marketing consultants may have purchaser inspections on your home. All endeavours will be made to contact you prior to minimise any inconvenience. They may leave a business card or complete the Property Inspection Register card. If you discover one of these, please phone me immediately so I that may follow up and report on activity.

Thank you for the faith you have placed in me. I will always be acting on your behalf to achieve the most the market will pay.

Yours sincerely

Marketing / Sales Consultant
Golden Tiger Realtors