

Option #1 (setting the tone)

### **You Need More Than a REALTOR**

Before listing your home with a REALTOR, it's important to understand there are definite differences in the way real estate professionals prefer to behave.

I am a full time professional takes a very strategic and consultative approach to helping you achieve your goals. In the coming weeks, you will receive an overview of the strategies I use not only to differentiate myself, but also to create win-win working relationships with sellers.

**To Be Continued.....**

Option #2

### **There's No Listing without Listening**

My goal is to focus on your needs! As your consultant and strategist, I will not make any basic assumptions. Instead, I will ask you specific questions and then listen to the specific needs you have in the sale of your home.

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued....**

Option #3

### **Not a Game: Making Sure the Price is Right**

It is unacceptable to leave your money on the table! I will not bring the typical agent's market analysis. Instead, I will provide and interpret a unique set of pricing tools. **My proven 7 Step Pricing Strategy** will reveal the price most conducive to your needs.

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

Option #4

### **Market Activity Update**

Hamilton Mill

Homes Sold last month:	12	Average Days on Market:	92
Average List Price:	\$324,000	Average Sold Price:	\$317,124

For a list of the latest activity simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

Option #5

### **When Expectations Meet, Success Happens**

Selling your home is a team effort! As your real estate consultant, I will not overpromise and underperform. Instead, we will agree on exactly what you can expect from me as your listing consultant and what I can expect from you as my partner. Let me show you my proven 10 Point Marketing Exposure Plan for success.

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

Option #6

### **Generating a BUZZ for your Home**

Leverage is the key to success! As your real estate consultant, I will not become content with one offer. Instead, I will work diligently to create multiple offers in an attempt to obtain a higher sales price. Find out how my 10 Point Exposure Plan leads to multiple buyers!

**To be continued ...**

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### **Messaging for New to Market and Going, Going, Gone**

Consider a strategy of 4 postcards for every listing:

**#1 Guess What Your Neighbor Did Last Night?** (front – can be picture of home or different front of choice)

Back: They entrusted our team to get there home sold FAST! Our proven 7 Step Pricing and 10 Point Exposure Plan get results! If you are considering a move in the next 6 months we would love to talk to you now!

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

**#2 We are Getting Results!**

Back: In 3 weeks time we have had tons of interest in your neighbors' home and have successfully secured buyers. Statistics show that when a home goes up for sale there are 7 other families considering a move in the next 6 months. Are you one of those 7?? We would like to meet with you!

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

**#3 Going, Going, Gone!**

Back: The Smith's are moving and chose me out of 3244 other REALTORS that work this area because I take an invested approach to getting homes sold! My proven strategies worked and we are looking for

more great homes in this fabulous community to sell. If you are considering a move now or in the next 6 months we would like to meet you!

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>

**To Be Continued...**

#4 Your Home May Be in Demand!

Back: I recently sold a home in your great community and my 10 point exposure plan generated lots of interest from qualified buyers. If you have found yourself in a position to make a move now or in the near future I would like to meet you!

If you would like to stay connected and find out in real time when homes go up for sale or sell in your neighborhood, simply email or text me your email address and we will get you set up right away!

For a **FREE activity report** simply visit <http://rem.ax/hollyshomevalue>