

Letter: Listing Appointment Follow-Up

Overview:

Use this letter to follow-up with clients after you've met with them about listing their home. This polite check-in helps persuade them that you are actively interested in helping them sell.

In this letter, there is an assumption that you've talked a bit about a CMA or other pricing issues. Since an accurately priced home is one key to a quicker sale, this letter helps get that discussion going up front.

Remember to customize the letter with information about when you met with them, as well as your mobile number.

If you do not accept text messages from clients, modify the letter accordingly where your mobile number is listed.

Your notes (when you used it, how you used it, modifications, etc.):

Letter: Listing Appointment Follow-Up

Suggested subject lines if used as an email message:

Thanks for meeting with me
Next step: Finding your buyer?
Thoughts on pricing and selling your home
Thank you!

Letter/Email Body:

Dear **[MR./MRS./MS. LAST NAME]**,

Just a short note to thank you for the time you spent with me **[this week / last week / recently]** to discuss the upcoming sale of your home.

I realize you're probably meeting with other agents, as is always wise, but I'd be remiss if I didn't let you know how much I would appreciate the chance to work with you.

I greatly enjoy creating personalized plans to help clients maximize the value of their home. In the time I've spent selling real estate, accurate pricing is a crucial first step in the marketing and sale of a property. I'm confident we can find a qualified buyer for yours.

If you have any questions or would like a little more detail about any of the topics we covered in our meeting, please don't hesitate to give me a ring (or text me!) at **[YOUR CELL NUMBER]**. You can also email me at **[youremail@yourdomain.com]**

I'd be honored to help make this exciting transition as smooth as possible for you.

Hope to hear from you soon,

[CLOSING / SIGNATURE]



Remember:

To customize this letter, use the file **letter-listing-appointment-followup.doc** or **listing-appointment-followup.txt**.