Date

Name
Address
City, State, Zip

Dear [NAME],

I believe in keeping my clients informed about my efforts on their behalf. That's why I wanted to share with you my marketing plan for your property.

* Place a "For Sale" sign by the curb.
* Take photographs of your home's interior and exterior for display in brochures and online.
* List your home with the Multiple Listing Service® (MLS®).
* Prepare a property brief with photos highlighting the most important and desirable aspects of your home.
* Make this brief available to prospective buyers in Open House showings.
* Send this property brief to other agents in the area, along with a letter or call discussing your home's strongest selling points.
* Leave a supply of these briefs in a curbside display case in front of your home.
* Implement a comprehensive Internet marketing strategy.
* Install a lockbox to aid in showing your home to prospective buyers.
* Prepare advertisements for your property and place them where they will be seen by potential buyers.
* Send direct mailings to your neighbors, followed by a phone call, to enlist their help in finding a desirable new neighbor.
* Prepare your home for showings.
* Conduct individual showings of your home.
* Conduct an "Open House" showing.
* Follow up on all leads generated by our efforts.
* Stay in touch with you.

Keep you updated on our efforts and local market conditions, to discuss possible ways to improve the marketability of your home and to listen to your input. Don't hesitate to contact me at [PHONE] if you have any suggestions or questions.

It's my pleasure to help you achieve your real estate goals, and I'll continue to keep you informed throughout the process.

Sincerely,

[NAME]

[TITLE]