

TEMPLATE FOR FOLLOW UP EMAIL TO SELLER

CLIENT NAME,

This is the summary email of the conversation we had about selling your home. This letter is going to be fairly detailed and thorough as it is one of the reference documents for us to ensure not only a successful outcome of selling your home consistent with your objectives, but also a fantastic experience and partnership for us both.

While this is long, you are entrusting me as the professional to help you with one of your family's biggest assets. The below is a demonstration of my commitment to excellence in the experience I expect you have. Please do read this thoroughly and let me know if anything contained herein is inconsistent with our discussion or after your reflection, needs modification.

What's included in this summary:

1. Summary discussion of your resources
2. Summary discussion of your goals and highest priorities
3. Resulting action plan combining your resources and highest priorities
4. Target date for on the market
5. Reminder of my role broken down into six categories
6. Pricing philosophy and reiteration of expectations
7. What happens when your house goes on the market and how we continue to communicate
8. Next steps
9. My goal in our relationship

Summary Discussion of Your Resources

One of the significant ways we increase the value of properties is taking the time to properly prepare those properties prior to putting the homes on the market. Preparation includes simple things like decluttering, minor handyman work, or minor painting. Preparation also includes things like staging, and slightly more significant improvement projects like new carpeting, refinishing hardwood floors, or more major painting projects. Preparation in some rare instances can include major work to a property like removing a wall or adding a wall. Kitchen or bath remodel, etc.

For every dollar spent, whether simple projects or major projects, we must be able to identify a reasonable return on investment or said project is not worth taking on. In order to assess the spectrum of work even possible, part of my job is to ascertain the seller's resources they have available to invest in property improvement. Just because a seller has resources, doesn't mean we necessarily use them. We are going to position the property as best as we can relative to your objectives.

As we discussed, there are three primary resources any seller has to potentially draw on and invest in their property to assist in achieving maximum return on investment. Those resources are time, money, and energy or desire.

If you as a seller have no time or energy to invest in property improvement, but plenty of money to invest, then we hire the appropriate resources to make the improvements we need to help you achieve

the goals we've established. If on the other hand, you don't have money to invest, but you have plenty of time and energy, you can achieve a higher return on your property through sweat equity. If you don't have time, money or energy, we are limited in the improvements we can make and must manage your goals accordingly.

Your resources: _____

Again, if ever any of that changes, you drive the objectives.

Summary Discussion of Your Goals and Highest Priorities

There are three primary objectives in the sale of real estate, speed, maximizing equity, and simple. These are competing interests. We can get simple and fast, but not maximize equity at the same time. We can get fast and maximize equity, but not simple.

Your top priority is _____

Your second priority is _____

Your last priority is _____

Remember that we also talked about these priorities potentially shifting. As we spend 30 or 45 days getting your home ready to sell, patience can start to wear thin. By the time we get close to the house being ready for market, you might tell me, "I want this thing sold quickly." Know that adjusting priorities is part of my expectation and also part of my responsibility to help manage.

If in fact speed does become the top priority, we will still focus on maximize equity, honoring that it needs to be done fast.

Action Plan Combining Resources and Priorities

Early next week, I am going to bring my stager through your home. We will spend between an hour and an hour and ½. You don't need to be there but are more than welcome. **Within two days** of that meeting, my stager will provide a report detailing out room by room what she recommends we do. She will also do an assessment of the exterior of the home; **back deck, patio, front walkway**.

Remember, our goal is not to sell four walls and a door, it is to create an emotional connection for the buyers who both see your home online, and the instant they walked through the front door. People make emotional decisions and justify them. We are appealing to their emotion. We want them to want the life your home represents. If we achieve that objective, we will maximize equity.

Once we have the report from the stager, you and I will review and agree upon the resources and action items. Most of the action items will be mine to coordinate and arrange the needed resources. You will still need to be involved certainly because it will work around your family schedule and needs.

More than likely, you will want to bring the stager back to perform some of the interior property improvements, design and organization. **She will bill you separately for that work.**

Depending on the projects we choose to tackle and resource availability, plan on _____ weeks to _____ days of improvement projects in preparation for the market.

Once the property is completely done, then we bring in the **photographer, videographer, and drone video**. From there we need at least a few days, up to a week for **editing, copy, website creation, and brochures**. After all of the preparation is done and marketing prepared, then we launch with a big splash on the market with our marketing campaign **including the geographic specific marketing we discussed.**

Target Date for On the Market

Given the process described above, we are shooting for approximately [REDACTED] for a launch date. We can certainly adjust that after we review the report from the stager and agree upon the items that we want to tackle.

My Six Primary Responsibilities

1. Focus on Objectives and Resources - Understanding the client's objectives and balancing those with the resources they have available to them to help maximize return on the property.
2. Effective Property Preparation - Using the client's resources as powerfully as my team can to clean, stage, and repair the property, as necessary, to create the best emotional connection and experience for the prospective buyer.
3. Highest Quality Marketing - Marketing is often a misconstrued component of our industry. It is not the quantity of marketing we do, it is the quality of preparation of the home and the quality of the marketing that is done, photography, brochures, and copy, that affect traffic. Your property will be as perfect as it needs to be, relative to your goals, and the marketing done will be spectacular to best represent your home.
4. Read the Market - As we talked about, I don't set the price, you don't set the price. The market sets the price. Our job is to ensure we have a trusting partnership where we continue to read the market as needed and adapt to what the market is telling us. If for example, your home has not sold after 30 days, we will sit down and do a complete reassessment of the market conditions, the economy, the hyper local and Denver real estate market trends, reevaluate all marketing, all feedback, all traffic and make a decision to stay the course or to make significant adjustments.
5. Negotiation - As offers come in, I guide you on negotiating with an offer, or in some cases multiple offers, to help meet the most important objectives and not get hung up on factors that are less meaningful.
6. Contract Management - Once we get under contract, our work is not done. There are critical and substantially impactful steps that must be properly managed in order to achieve the objective of closing on time, creating a great experience and maximizing equity. These include, appraisal, inspection, lending, HOA, title, closing and closing fees, inspection negotiation, appraisal negotiation, managing the lender on getting their job done, etc. You don't want to know all the items on this list, you just want to know that I do and that I am managing it.

I mention these six primary responsibilities because, once we go on the market sellers often focus on what are you doing to market my home. I reiterate marketing is about exposure. The majority of my marketing work is actually done through the preparation process and ensuring I have the highest quality resources to most effectively represent your home to the marketplace. There is not a magic 100-point marketing checklist. There is the hard work we do upfront, and then consistent, simple marketing execution and the adaptation to what the market is telling us.

Pricing Philosophy and Reiteration of Expectations

As we discussed, I like pushing the price as much as I possibly can, as long as doing so is consistent with my client's goals. I view my job as creating so much value that you never question your partnership with me.

We have agreed we will do the work necessary to position your property at the very highest of the potential price range for sale. The range of value for your home is between \$ [REDACTED] and \$ [REDACTED].

Once we get all the work done on the property, we will read the market one more time and determine the price at which we want to launch your home. If the market conditions remain the same, we will likely list your property around \$ [REDACTED]. If market conditions continue on the trend they are today, we might list a little higher. If we see a shift in the market over the next 30 or 45 days, we might list a little lower.

I did warn you about one thing I am always sure to put in writing. We know we are pushing the price. When you push the price, that creates the potential need to lower the price. **Sellers often get the original list price of the home burned into their brain. And, any price less than the original list price, feels like a failure.**

I want to ensure our partnership is clear that we are agreeing to do everything possible to maximize the price, but that I cannot be responsible for the ultimate sales price of the home. I can only be responsible for my diligence, my partnership and my execution. You should absolutely hold me accountable to those things, but not to the price of the property. Let's make sure we review this one more time and you tell me that you agree or disagree.

What Happens When Your House Goes on the Market and How We Continue to Communicate

The market is hot right now. Some homes in some neighborhoods are selling with multiple offers the first day on the market. However, other homes in equally attractive neighborhoods are receiving few showings and the sellers are not receiving any offers even though they have a well-priced, high quality home. That is simply the marketplace we are in.

Given these conditions, it is critical we agree upon a plan for how we manage the sale of your home in a well thought through, organized manner, versus throwing the home on the market and hoping. Below are the steps we discussed.

1. Daily Communication - We will talk every single day. I will call or email you every single day. You can ignore my phone call, you don't have to respond to my email. But I will check in every single day. Much of the process of selling a home is managing the emotion of the sellers. That can only be done with consistency and commitment. You seem like a pretty logical guy, so as long as we have good communication, managing your emotion probably isn't that big of a concern. However, I follow my process. I will let you know if I really need something from you by texting you or emailing you with a red exclamation point!
2. Weekly Report - **Every Monday afternoon**, I will send you a report. That report will consist of the following:
 - a. Market Analysis - a very quick market analysis of new properties that have hit the market in the last week, properties that were previously active and are now under contract, properties that were previously under contract and are now sold, including the sold price. This is every seven days reading the market.
 - b. Showing Report - I will provide a summary of all of the showings from the previous seven days, including the feedback.
 - c. Showing Comparison - I will run a report to the showing service we use, and potentially a couple other resources, to assess the quantity of showings we are receiving relative to similar properties in your geography. This will simply help us understand if we are attracting people to your home as much or more as other properties.
 - d. My Summary of Conversations- I will call all listing agents who have said their buyers have expressed any interest at all and provide you a summary of my takeaways.

3. Weekly Call - Every Tuesday morning, between 9am and noon, you and I will review this weekly report. If you have questions, we can go deeper. If the information is super straightforward, ignore my call and we can catch up the next day.
4. Monthly Review - Every month we will do a complete review. We have to prepare for the idea that it will take some time to market and sell your home. Typical timeframe in this market is a little over 30 days average. Higher the price point, longer the timeframe, depending on the hyper local conditions around the home. Here's what we are going to do every 30 days:
 - a. Marketing Assessment - A complete review of all marketing done and the engagement that can be measured resulting from that marketing.
 - b. Design Next 30-Day Marketing Plan - As a result of the marketing assessment, we will determine what was most effective and design a next 30-day marketing plan. Some of the marketing plan for the following 30 days may be staying the course because it is doing exactly what we expected it to do.
 - c. New Market Analysis - We start from scratch and reassess the value of your home and all market conditions to ensure we are positioned properly.
 - d. Reassess your Objectives - Condition, price and time are the three factors that impact the sale of your home once we go on the market. We reassess your relationship with maximizing equity and speed not only once a week, but ensure we do a reset for the next 30 days.
 - e. Identify Commonalities - We review all feedback, all showings and all showing reports to identify the common denominators that will help us make the best strategic decisions.

Next Steps

After reading this document, let's review any notes or requests for change along with the timeline for getting your home on the market. And let's get the stager in your home as soon as possible so we can get the report to identify the projects we most likely need to undertake.

My Goal in Our Relationship

I want to reiterate my conviction that a professional like me has the ability to add tremendous value to a consumer like you. There are plenty of choices for agents in the Denver marketplace; about 40,000 of them. If there is one issue I have with my industry, it is the rampant level of mediocrity and incompetence. It has consumers understandably not trusting real estate agents, and believing they are grossly overpaid. In most cases, that is absolutely true.

I take very seriously the responsibility I have and the impact I expect to create for you and your family. My hope, I will go so far as to say my expectation, is that I do such a remarkable job for you and you have such a great experience, that you enthusiastically refer me to everyone you know who deserves to have the same great experience I expect you to have.

Thanks for your trust, Matt. I don't take it lightly. Let's connect tomorrow.