

# Project Notes

## ASSIGNMENT

Write a letter for a real estate broker which targets individuals who had listed their homes, but let the listing expire without further action. Letter is intended to introduce broker to these individuals with the hopes that they would decide to pursue the listing with her.

## CREATIVE SOLUTION

I created a letter with a warm and professional tone that promotes broker's services without sounding aggressive or pushy. I emphasized themes of commitment and customer service and ended with a call to action.



Dear [Resident],

As a real estate broker in your neighborhood, I noticed that you previously placed your home on the market and that your listing expired. I would like to take a moment to introduce myself and offer some current market information that may be of use to you if you remain interested in selling your home.

My name is Shari Etaat and with 25 years in the business, I know that selling your home is one of the most important financial decisions you can make. I know that it can also be one of the most frustrating. When it comes to selling a home, there are key steps you can take to ensure not only that you receive the full financial potential of your home's value, but also that the process is smooth and minimally stressful. The first step is to select a realty team whose professional and personal qualities fit your needs.

My deep understanding of the market matched with my history of successful sales in the Los Angeles Westside make me confident that I can help you accomplish your goals regarding your property. Furthermore, I am eager to offer my assistance in making the process a pain-free and rewarding experience because too many homeowners are discouraged from pursuing their selling goals due to unsatisfactory experiences with previous agents. When it comes to decisions like selling your home, honesty is more than the best policy—it is the only policy. I pride myself on the positive and long-lasting relationships I build with my clients, relationships that are founded on candidness and a commitment to ensuring that my clients' needs are met from start to finish.

In addition to selecting a real estate professional who understands your goals, the second key step in closing a successful sale is deciding when to sell. And I have great news, now is an excellent time to sell! According to CoreLogic, a leading provider of real estate market data, home prices nationwide have been on the rise.

If you are still considering putting your home on the market, I would encourage you to contact me about a complementary consultation during which my team and I will take a comprehensive look at your situation and discuss the feasibility of your goals. It is with great pride and gratitude that I can say my clients tell me that my honest, straight forward, and thorough approach is what keeps them returning to me and referring their friends and loved ones. These mutually rewarding relationships begin with that initial consultation, a consultation that has led many of my clients to finally achieve the goals they had previously believed were out of reach.

I hope this letter finds you well, and thank you for your time. Please feel free to contact me at your convenience and I hope to hear from you soon.

Warm Regards,  
Shari Etaat Broker/Founder of Westside Realty of California