

# **“I’m Absolutely Shocked That Your Home Hasn’t Sold! You’ll Be Shocked Too After You Sell Less Than 42 Days From Today!”**

Several months ago you were probably excited to sell your house. You just knew that it would sell fast and you’d get absolute top dollar for it. Now, a half year later it hasn’t sold and you’ve lost confidence in its ability to sell at all. Heck, as hot as the market is right now, there were thousands of homes closed last month. But yours wasn’t one of them. Well you’ll be happy to know that it’s not your fault!

You see, many times a homeowner in your position wants to get their home sold but once they’ve had a little bump in the road, they mistakenly think they need to look at other options. They start wondering about staying in the home, refinancing or even renting the home out. They lose sight of the fact that they actually wanted to SELL their home and now they’ve lost their confidence in its ability to sell at all.

## **Your Home Could Be SOLD For Full Price 42 Days From Today!**

In reality, your home may be one of the nicest houses on the market today. There’s a significant chance that it’s not an issue with the market, but actually an issue with the marketing. I’ve always found that any time there’s a house that hasn’t sold, it’s simply because it wasn’t exposed to the most opportune buyers through a direct marketing approach using marketing list selects and a target market campaign. This gets the house placed directly in front of the most interested and qualified prospects rather than simply listing it on the MLS and hoping that the random buyer comes along and expresses interest.

## **You Are Undoubtedly Frustrated**

Just so you know, you have a RIGHT to be mad. You have a right to be upset that as nice as your home is, it still hasn’t sold. And the last thing you want to do is give up your original game plan to try something that will end in disaster and loss of home value like renting your house out or racking up tons of fees by refinancing your mortgage. It’s a lot easier to just sell the home quickly and sell it for absolute top dollar.

## **WARNING: Don’t Make ANY Decisions On Your Home Yet**

**Consider this an immediate warning.** Don’t list your home with another agent (or worse, the same one that has already failed). Don’t rent the house out to someone that’s going to tear it up and kill the value. And you certainly don’t want to rack up thousands of dollars in fees and closing costs to refinance the house. Most importantly, you don’t want to give up on your true goal of moving by

staying in the house that you don't really want anymore. You shouldn't make ANY decisions until we can address the REAL reason that your home hasn't sold and what could be done to get it sold in 42 days or less. If you decide to stay in your home, that's fine. But you owe it to yourself to at least find out how you can get the home sold 42 days from now at a price that is acceptable to you.

Once you learn how you can successfully sell the house without all of the hassle while still getting a sales price that works for you, THEN you can make a decision. But you can't simply make a bad choice about what you should do based on the fact that the person you hired to sell your home didn't get it sold. What if you could be closed and gone less than 6 weeks from today's date? It's very possible and I can take a few minutes to show you how.

### **Who Am I and How Can I Be So Confident?**

My name is Greg Luther. I invest thousands of dollars to market properties to the absolute most opportune clients within the marketplace. I use specific list selects and marketing list brokers to FIND the best prospects and we market directly to them with specific information about your home. You already know that a typical real estate agent will just list the home on the MLS, run a couple of ads in magazines and maybe do some open houses. Really? That is how they try to sell a home? They anticipate the buyers will come to them? Real estate sales doesn't work that way anymore. I spend thousands of dollars to target market the best prospects rather than hoping that they stumble across our public ads somewhere.

I learned this approach from one of the most respected marketing professionals in America and I am 100% confident that every project I accept will get to the closing table quickly. Sure, I'm licensed by the state as everyone is required to be when handling home sales but my major focus is on massive marketing and exposure DIRECTLY to the people that will buy your home quickly.

### **I Won't Commit To You Yet...**

The reason I wrote you this letter is simple. I did some research on your property and I'm interested. I absolutely will NOT commit to accepting the project yet but I'm extremely intrigued at the possibility. I know you are too if it means you can go ahead and get the property closed quickly and net the kind of price you want.

We first need to meet. I want to take a quick tour of the property and find out about your goals so that I can decide if this is something I'd want to take on for you. If it feels like a good fit, you'll be astounded at the number of highly qualified buyers that can write a full price offer for you. I'm more than happy to show you a little bit about what I do and how I can get your property sold. Of course this initial consultation and walk-through is free of charge and with no obligation for you or me. If it makes sense, we sell the house. If not, we've only spent 47 minutes of our time and we can make a different decision.

### **Here's What To Do Next**

I can't commit to selling your home yet but our next step is to schedule 47 minutes to meet and decide if this is a good fit for you and I both. I have a couple

of openings over the next 3 days but will be working on a neighboring project immediately thereafter. If we are going to consider it, let's schedule it now. Just give me a quick call on my cell and I'll have my planner with me here to look at the next couple of days. Let's get together with no obligation and see if this makes sense for you in getting to the closing table immediately. I can swing by at our scheduled time and we can talk about some options.

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