

## **Sample Market Update Letters for Your Sellers**

Home sellers frequently complain that they don't hear much from their real estate agent after the For Sale sign goes in the yard.

Here are some sample market update letters you can send to your sellers to show them they're on your mind!

Date: Send right after listing

Amy and Matthew Thomas  
3000 Columbine Street  
Denver, CO 80000

Dear Amy and Matthew.

First, allow me to thank you once again for hiring me to market your home! I'm really looking forward to working with you. I love your house!

Enclosed are a few items for your review. First, your MLS listing. Please review it carefully and let me know if you see anything that needs to be corrected. I will assume all information is accurate unless I hear otherwise.

Also enclosed is a list of the homes currently on the market competing with your home. There aren't that many at this time – which is good for us! Every few weeks I will update this list with any new competition, homes that have gone under contract or recently closed. I will also provide information regarding the number of showings and Internet hits.

Last, I'm including a little booklet I put together explaining the process of "being on the market." I know we talked about some of these issues when we met, but I'm sure I missed something. If you have any questions or concerns about what you read, don't hesitate to ask me.

Again, thanks so much for your business. I'll be in touch soon.

All my best,

Jennifer Allan, GRI

Date: Send 10 days after listing

Amy and Matthew Thomas  
3000 Columbine Street  
Denver, CO 80000

Dear Amy and Matthew

Enclosed is an up-to-the-minute report on the sales activity in your neighborhood.

There are two new listings competing with your home, seven pending sales and five closed sales.

To date, we have had 11 showings. You have had 364 hits on your Virtual Tour and 1,346 hits on your Realtor.com page (avg 65/day). We had 6 visitors to your open house. And of course, one near offer...!

Overall, I'm feeling a little surge in the market – showing activity in our office has increased and I'm seeing more Internet inquiries. Other agents in my office agree that things seem to be picking up. Yippee!

I'll be in touch soon, but be sure to call anytime with questions or concerns.

All my best,

Jennifer Allan, GRI

Date: Send 30 days after listing

Amy and Matthew Thomas  
3000 Columbine Street  
Denver, CO 80000

Dear Amy and Matthew

Enclosed is an updated market activity report.

There are eleven new listings competing with your home, four pending sales and three recent closed sales.

To date, we have had 17 showings and two open houses. You have had 395 hits on your Virtual Tour and 2,556 hits on your Realtor.com page (avg 67/day). Feedback has been generally positive, with the only negatives being the neighborhood and proximity to a busy street.

In analyzing the market activity report, I see a few items of interest. First, and most important, the competition for your home has increased. There are now a total of 22 active listings on the market, including yours, priced between \$235,000 and \$265,000. Some are clearly inferior to yours, but others appear to be comparable.

Second, it appears that the homes that have gone under contract or sold have a few things in common. They all have two car garages and are located south of 29th Avenue, and most are slightly larger than yours.

Third, many of the new competing listings are offering agent bonuses or higher buyer agent co-op commissions.

When we get together next week for our State of the Union meeting, we can discuss all these issues. I'm looking forward to seeing you again!

All my best,

Jennifer Allan, GRI

Date: Send 55 days after listing

Amy and Matthew Thomas  
3000 Columbine Street  
Denver, CO 80000

Dear Amy and Matthew

Enclosed is an updated market activity report.

Are you enjoying these updates? If so, I will continue to send them. If not, I will continue to monitor the activity in your area myself and let you know if I see anything that merits a discussion. Be assured that I keep a close eye on the market and am always available to answer any questions you may have as to the recent activity in your neighborhood.

Just let me know if you would like me to continue providing market updates to you, or of course, if you have any other questions or concerns for me!

All my best,

Jennifer Allan, GRI