

Subject Line: Congratulations! You're On The Market!

Hello _____,

Congratulations! You are now on the market!

At the bottom of this e-mail is a link to the listing of your home on the Multiple Listing System (MLS). Please review the listing & kindly confirm that everything looks good.

I also want to take this time to remind you of a few **very important items**:

1. During the showing process, if you have any issues with agents not showing up, running late, etc. please contact _____ at email address. They can try to follow up.
2. As we discussed when we originally met, the average number of showings is between _____ per month.
3. The most important piece of advice I can give you is to be patient! I can make you a promise that there will be times when you'll feel anxious & frustrated because the activity could be slow or even seem non-existent. Once again, **please** be patient.
4. The county average for a home to go under contract fluctuates around _____ +/- days.
5. You have hired me as your listing agent. As such, my job is to promote your property and drive agents & buyers through your home. Please note that you may not see me personally through your property but rest assured that I am working diligently to sell your home!
6. Either myself or my assistant, _____, will contact you every Thursday or every other Thursday with an update.
7. You will receive notification from our showing desk each time a showing will occur.
8. In addition, you will receive feedback as we receive it from each agent's showing. REMEMBER, only approximately 50% of the agents will provide feedback on behalf of their clients. When it is not provided, we do our best to get feedback from their showings.
9. As we also discussed, it is **very important to remember**: **your FIRST buyer is typically your BEST buyer**. This means that after the first buyer makes their offer & I'm able to negotiate that up, there is a good likelihood that this will be the **best** offer that we will see during your listing time frame. If that offer gets rejected, chances are that subsequent offers will be lower.
10. Once we've obtained a buyer for your property, I will take you through the next steps in the process. At that time, you will be receiving video e-mails from me with regard to updates & next steps.

My Team & I are looking forward to working hard to sell your home, earning your future business & welcoming your referrals!

We thank you for choosing _____!