

# Expired Listing Letter Template

(By Emile L'Eplattenier [emile@fitsmallbusiness.com](mailto:emile@fitsmallbusiness.com))

## Section One: Show Empathy to Build Trust

Dear \_\_\_\_\_,

I know you've probably gotten dozens of letters like this since your listing didn't sell, so I'll be brief. Let's face it, selling your home in \_\_\_\_\_ can be incredibly stressful. If you want the best return for your investment, you need to take a giant leap of faith and trust a complete stranger with one of the most important decisions of your life. As you've learned the hard way, it doesn't always work out.

## Section Two: Describe Their Problem. In Detail: What Would You do Differently?

Even though \_\_\_\_\_ is a great realtor who I like and respect, I don't think she was the right person to sell your house. Here's a quick summary of the main issues I found and how we can fix them:

**Inconsistent Updating:** While your home was posted on the MLS and Zillow, it wasn't updated on both web sites. Right now, zillow has the house listed at \$500,0000, while the MLS still has it listed at \$525,0000. In order to get the right buyer to see your home at the right time, you need to be consistent.

**Our Fix:** Since all of our listings are updated via our IDX enabled website, changes are made on the MLS, Zillow, Realtor.com, and half a dozen other sources instantly.

**Lack of Social Media Coverage:** I did a quick survey of \_\_\_\_\_ facebook page and noticed she never posted your home there at all. She also doesn't have a twitter account, and IDX enabled web site, or an email list. In today's market, you need to promote listings in as many channels as possible.

**Our Fix:** Since we have a dedicated social media coordinator, all of our listings, from \$100,000 fixer uppers to \$3,000,000 estates are heavily promoted across multiple social media channels

**Low Quality Photography:** The pictures \_\_\_\_\_ chose for the MLS are of low quality. They are too dark, blurry and some pictures were taken at night. In order to show your house in the best light, you need to take pictures in the best light. Again, this shows a lack of consistency and diligence.

**Our Fix:** Not only is our photographer one of the best in \_\_\_\_\_, we also offer free 3D tours, and free aerial drone photography and flythrough videos for all our listings, regardless of price.

## Section Three: Description of Your Business and Call to Action

At \_\_\_\_\_ we're in it for the long haul. We would rather have a happy client than a few extra dollars in our pocket from a quick sale. That's why we have 24 hours support for all our clients and provide cutting edge social media, 3D tours and drone photography for ALL of our clients. Regardless of selling price. We're so confident you'll love working with us, we offer all new clients a one week risk-free contract.

If any of this sounds interesting, please don't hesitate to call me on my cell any time. I live a few blocks away on \_\_\_\_\_ so can come by any time.

P.S. The Next page of this letter features testimonials from a few of our many satisfied clients. Before calling me, call one of them.

Sincerely,

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555-555-5555

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