

Create a Selling Invitation

Please give this invitation your own name or you can use this name

State/Province you are selling in:

City

Property Type

The property has a value nearest to (this is an estimate only)

An agent in this area typically earns this total percentage commission (agent will correct in his or her reply if they disagree)

My Thoughts to Include

Usual comments have been pre-selected for you to start. You can check to include, or uncheck to not include any of the following:

- My home is in ready-to-sell condition.
- While I want to sell for the best price we can get, I am prepared to price my house competitively to generate interest in the first few weeks of listing.
- I understand that real estate agents rely on referrals and routinely pay referral fees to companies or to other agents. I am referring myself to you by using this service at no cost to you.
- I am ready do business and have paid a fee to use this service to reach out to you.
- If my home sells quickly (for example, in the first two weeks of its listing), it would make sense that your cost of marketing my property would be less than if it was on the market for a longer time.

- ✓ If you bring the buyer to the sale of my home, it will greatly increase your potential commission, while it may not significantly increase the time you will need to spend overall.
- ✓ We can review your marketing budget to reduce the overall advertising and promotion cost for my listing. I would like you to consider avoiding the expense of:
 - ✓ Direct mail cards (like just listed/just sold cards)
 - ✓ Printed brochures (I understand that electronic brochures that can be downloaded are inexpensive and very high quality).
 - ✓ Paying to advertise my listing in the newspaper or any other print publications
- ✓ I would like you to promote my home with many professional quality digital pictures and video on the MLS® and other internet sites available to you to present homes for sale. I think this is the most effective way to advertise my listing and I understand that these facilities, like most on the internet, are available to you for free or at a nominal cost.
- ✓ Using the same commission percentage for all prices of homes increases the commission cost considerably as the home value increases. I agree that the number of hours you spend, the value of your time and other direct costs you incur could increase as the house price goes up, but do these costs go up at the same rate as the commission?

Other comments I would like to include (e.g. We need some help getting our home ready to sell and need your advice in this area.)



Our best outcome would be to be moved out of our house by month, year (example January, 2012)

 