



EXAMPLE LETTER

The Ring Of Truth...

We have all heard funny stories about miscommunications so I thought you would enjoy this cute story.

Little Eddie was in a relative's wedding. As he was walking down the aisle he would take two steps, stop, and turn to the crowd (alternating between bride's side and groom's side), put his hands up like claws and roar loudly.

*So it went, step, step, **roar**, step, step, **roar** all the way down the aisle.*

As you can imagine, the crowd was near tears from laughing so hard and by the time Eddie reached the front, he became more and more distressed from all the laughing, and was near tears by the time he reached the pulpit. When asked what he was doing, the child sniffed and said, "***I was being the ring bear.***"

Have you ever considered what happens when you place your home for sale (usually the largest investment in your lifetime) and openly trust all communications to your Realtor? We've heard disastrous stories about such miscommunications and they aren't as funny or as cute as the ring bear!

When you list your home with "**The Joe Realtor Team**", we **GUARANTEE** good communication or you can cancel the listing agreement at any time. We will provide you with a detailed written status report biweekly, indicating everything that occurred during the previous two weeks, as well as a phone update at least weekly. Communications are one of the most important parts of marketing your home and we **GUARANTEE** ours.

Sincerely,

Joe Realtor
Joe Realty Company
(904) 555-1212

P.S. If you would like to know the present value of your home, just give us a call at 555-1212. This requires very little of your time and is a good time to meet "The Team". Ring us up and we'll roar right over!