



DESPERATE MEASURES

Credit: Renee Sherry-Velasquez
Examples Attached

1. Goal

- Extra Spark in Your Current Business
 - Note: If you do this consistently and develop a proven repeatable system, please share.

2. Your Buyers' Hunting Letter

- My buyers missed out on a recent property in your neighborhood.
 - Use clients' actual names.
 - State they are "desperate" to find a home in their neighborhood.
 - Desperate is a scary word, but it works like a charm!
 - Add a nice tidbit about your clients and why they'd make a great fit in the neighborhood.
 - Careful to follow EHO guidelines.
- Alternate Version: Currently, there are no homes for sale in your neighborhood.

3. Your Listing with Multiple Offers

- We have a list of Agents with buyers that did not get our listing.
 - Include the front page of a rejected offer, with names blacked out.
 - These buyers would clearly like to be in your neighborhood.
 - Let's talk!

4. Your Buyers Were Out Bid

- Walk across the street to a similar home your buyers did not get.
 - My buyers just lost out on the house across the street.
 - Any chance you're looking to sell your home?
 - Have any neighbors you want to get rid of?
 - Should I knock on their door? (great ice-breaker)
 - Hand them a card.
 - Ask them to call you if they change their mind or hear of anyone thinking about moving out of the neighborhood.

Always Remember: Your focus with everything is creating and maintaining relationships.
Don't Overthink it; Do it!

Desperate Buyer - Example

Condo in Crystal Lake Needed for Client!!!

Hello,

We have a client, Kristen, desperate for home in your area.

Unfortunately, she has been unable to find anything currently on the market. Have you ever thought of selling?

If you, or someone you know, is thinking about selling or you would like a market analysis to see what your home may be worth, please contact Renee Velasquez or Bob Bodossian and The RSVP Group with eXp Realty today!

Thank you,
Renee & Bob,



Bob Bodossian & Renee Velasquez, CNE

The **RSVP** Group

eXp Realty

440-376-4630 (Bob) 330-321-3339 (Renee)

{ [HYPERLINK "mailto:Robert@TheRSVPGroup.com" \h](mailto:Robert@TheRSVPGroup.com) } { [HYPERLINK](mailto:Renee@TheRSVPGroup.com)

["mailto:Renee@TheRSVPGroup.com" \h](mailto:Renee@TheRSVPGroup.com) } TheRSVPGroup.com



If you have a brokerage relationship with another agency, this is not intended as a solicitation. All information deemed reliable but not guaranteed.
Equal Opportunity Housing Provider. Each office is agent owned and operated.





Buyer House Hunting - Example

Dear Homeowner,

We are currently helping our clients Nick & Lauren look for a home, specifically in The Reserve at Walden Pond , Stone Ridge Estates , Tamarind , and Wakefield Run. Nick and Lauren are looking to move from within Hinckley to one of these neighborhoods. We have looked at the homes currently for sale in their price range, and none of them quite fit their family needs and lifestyle.

In an attempt to find other opportunities, we thought we would contact homeowners in Hinckley and specifically those who may be thinking about selling either now or in the near future.

We are a full service Real Estate Firm, and this letter is a sincere attempt to find a home for my clients. If you are interested in selling, please contact us to set up a no-obligation appointment to determine if your home could be right for Nick and Lauren.

Renee Velasquez & Robert Bodossian



If you are already working with a real estate professional, please disregard this solicitation.

Potential Sellers - Example

Do You Know of a Home for These Buyers?

We are currently showing properties to the following buyers:

Jane & George
From Hinckley

Hinckley; 2000+ sq. ft.; 3 bedrooms;
2 car garage
Newer or remodeled
Price Range: \$200,000-\$250,000

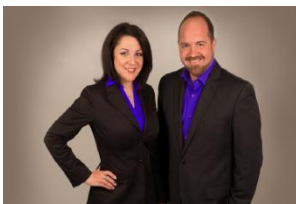
Fiona & Frank
From Parma

Brunswick; 1800+ sq. ft.; 3
bedrooms; 2 bath;
Fixer-upper
Price Range: \$175,000-\$200,000

Sally & Harry
From NY

Strongsville; 2500+ sq. ft.; 4
bedroom; 3 bath; 3+ car garage
Newer or remodeled
Price Range: \$350,000-\$425,000

If you know someone who wants to sell a home that meets the needs of one of our buyers, please call us.



Call **Renee** at: or Call **Bob** at:

330-321-3339

440-376-4630

Renee@theRSVPgroup.com
"mailto:Bob@theRSVPgroup.com" }

{ HYPERLINK

Please disregard this mailing if your property is currently listed with another real estate firm.



Your Listing with Multiple Offers - Example

Hello Neighbor,

WOW! JUST WOW!

We met with the sellers, Pete & Jaclyn **Last Name** of 1111 Fry Road on Saturday April 24th. We talked about the perfect timing to place their home on the market. They had already made many improvements to the house and talked about some other items that could be addressed to avoid potential delays or expenses in the selling process. The sellers of the house did the few additional things suggested as they knew this was the best chance of selling quickly and for top dollar!

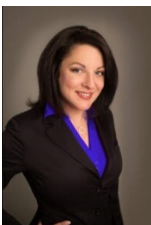
After interviewing other agents, Pete and Jaclyn decided to hire us to get the home priced appropriately and use our tools and technology to properly market the property for the best results during the pandemic.

We put the house on the market the afternoon of April 30th. In less than 24 hours we had over 25 showings scheduled! We received multiple offers and through careful review, discussion, and consultation we were able to negotiate a selling price significantly higher than list price!

Enclosed is an offer that was NOT chosen as the winning bid! We have a list of agents and buyers we know were interested in a home like 1111 Fry Road and are still looking!

If you have considered selling, now might just be the time. Contact me, Renee Velasquez, with The RSVP Group and we can discuss our marketing and safety strategy for getting your home sold for up to 18% more than the methods of traditional real estate agents.

Sincerely,



Renee Velasquez, CNE

The [RSVP](#) Group

eXp Realty

330-321-3339

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