**“I do” campaign**

Have this template printed on a letter and put it in a wedding style envelope with your business card. This can be used with expired listings, for sale by owners, to follow up with leads or after you go on a listing presentation and the sellers still haven’t made up their mind. Get creative and show them that you are the aggressive and forward thinking agent that they need to sell their home!

 **CAN I LIST YOUR HOUSE?**

**Hi Mr/Mrs. Seller!**

**My name is \_\_\_\_\_\_\_\_\_\_ and I work with \_\_\_\_\_\_\_\_\_\_\_\_ Realty. I saw that the listing on your house expired today and I am hoping that you will say “I do” to the possibility of me getting the job done this time and selling your house for you.**

**As you have already found out since your property was for sale for the past 6 months and expired it is more than difficult to separate yourself from the overwhelming amount of competition in today’s market and I face that same challenge every day with other Realtors when good houses like yours show up in my expired properties list. But I am hoping that this small example shows you that I know how to separate myself from the competition and I can do the same for your house if you still want to sell.**

**Like any great proposal a ring is involved, so I will be giving you a ring tomorrow to set a date that we can go over your house. Please feel free to reach out in the mean time if you are serious about selling.**

**I look forward to hearing from you and getting the opportunity to show you my marketing plan for your home to get the job done this time!**