

The Pre-Listing Cross-Sell Letter

Dear Mr. Seller:

I would like to introduce my company and myself as a proud member of Debbie Johnson's team. As a top lender in the area, ABC Mortgage has a long client list of satisfied people for whom we have helped obtain mortgages to purchase the home of their dreams. We were chosen to be the lender of choice on Debbie's team because of our consistency in delivering competitively priced quality loan products, in a timely manner, and with an enthusiastic approach.

We have been notified that you are contemplating listing your property with Debbie. We would like to say "congratulations" in advance. Debbie is a highly effective real estate professional with whom we have worked for the last 7 years. She does a brilliant job with all of her clients. She has the experience, knowledge and wisdom to correctly price your home and deliver to you the quickest possible sale with the highest probable net.

We play an integral role in the marketing of your home, which is the reason Debbie notified us. Once you choose Debbie as your agent, our company will provide:

- A Pre-Purchase Consultation for all buyers brought to your home by Debbie, which means before they see it, everyone knows they can afford it.
- A FREE Pre-Approval process for you, regardless of where you buy your next home.
- Ongoing promotion of your home into our Exclusive Realtor Power Club that meets weekly to discuss how we can make sure our listings are selling for top dollar in record time. A color brochure on your home is sent to them, too.
- Promotion into our "To Be Determined" data bank. This represents at any one time hundreds of pre-approved borrowers who are waiting for the right property.

In closing, we are confident that you will find Debbie to be highly professional, and we want you to know that both of us will make a commitment that selling your home will be a profitable experience.

Warm Regards.