**Communication with Sellers | Active on the Market | Email Templates**

Please use these examples or make your own for a consistent follow up with sellers:

**SAMPLE #1**

Hi XXXX,

Here is your **Weekly Update** for your property at 123 MAIN ST E SEATTLE, WA 98188.

We have had **3 new showings** in the last week, which is great but still no further interest in an offer from any of them. The current competition down the street that was priced higher went down to $549K last week and is still Active on the market as of today. Other than that, no new competition has come on the market that would compete with your property.

**Current Days on Market**: 48

**Private Showings**: 10 showings

**Showing Feedback** **from agents:**

* “My buyers love Verona and the floorplan but felt like yours was in “rough” condition compared to the other one for sale, mainly due to the flooring condition. They chose to move forward with the other one.”
* “Clients just started their search and are wanting to wait to see if prices keep going down. Will keep you posted if they decide to write it up.”
* “My client loved it and loves the location in Verona. We will be submitting an offer!” – this is from the buyer that submitted an offer

**Views Online:**

* **MLS Search:** Sent to 214 clients **(+2 from last week)** where the property met their search criteria set up by their Agent on the MLS
* **Zillow**: 770 **(last 30 days);** 22 **(last 30 days)** saved this house in their search as a Favorite

We will keep you posted with any new interest or showing feedback we receive.

**SAMPLE #2**

Hi XXXX,

As promised, I compiled the activity statistics for your property. Please see below.

**Notable Stats from the last week:**

* 45 days on market
* 4 Showings
* 108 MLS Client Portal Hits (Reverse Prospecting)
* 1,597 Mass Syndication Hits (Zillow) Total

**Feedback from Showings and Open House:**

* “My buyers love Verona and the floorplan but felt like yours was in “rough” condition compared to the other one for sale, mainly due to the flooring condition. They chose to move forward with the other one.”
* “Clients just started their search and are wanting to wait to see if prices keep going down. Will keep you posted if they decide to write it up.”
* “My client loved it and loves the location in Verona. We will be submitting an offer!” – this is from the buyer that submitted an offer

We will keep you posted with any new interest or showing feedback we receive.