

A fresh approach is making a difference, here's proof!

Phillip and Joan Gould had their Balmoral Drive property listed with another agent for over 6 months...

They gave it to us and it was sold in 10 days!

-----Original Message-----
From: Phil Gould
Sent: Friday, 27 May 2005 11:59 AM
To: LYN GRIFFITHS
Subject: SALE OF OUR HOME

Dear Lyn,

I have finally got our internet connection running after much frustrating delay - so I can now thank you formally for selling our home!

As you are aware, before your intervention, our home had been out in the marketplace for a considerable period of time with another agent who had not managed to entice one single offer from a prospective buyer.

You were correct in sensing a degree of frustration when speaking with me. When you wrote to me in late March, outlining what you would do and how you would do it if given the opportunity to market our home, you certainly gained my interest. The fact that you had also taken the trouble to follow up with me, after what could only be described as a 'lukewarm' response to your previous enquiry, demanded a response!

In all you promised - you delivered!

Your professionalism, passion, determination and confidence gave Joan and I hope that something would happen. Even when faced with the prospect of us accepting the private offer that was made, your determination and willingness to give it your best shot on that final weekend, can only be admired.

The fact that you achieved such a marvelous result for us in such a short period of time is almost unbelievable!

It was a very spectacular demonstration of your marketing approach, your dynamic presentation of the property in the advertisement, and the unique virtual tour with the powerful images you presented.

You should have switched careers earlier so we could have used you from the outset! Lyn, once again thank you for delivering such a timely and ultimately satisfying result for us, and Joan and I wish you all the success in the world for the future.

Regards,
Phillip & Joan Gould



Talk to us before you list your property for sale....

We promise you won't be disappointed.

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