

[Your Name]
[Your Company Name]
[Your Phone Number]
[Your Email Address]

[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Subject: Congratulations on your sale and a quick favor

Dear [Client Name],

It was a pleasure working with you to finally get your home at [Property Address] sold. After your previous listing expired without a result, I am so glad we were able to implement a new strategy and cross the finish line together.

I am reaching out because many homeowners find themselves in the same frustrating position you were in-feeling stuck with an expired listing and unsure of the next steps. Your success story could provide them with the confidence they need to try again.

Would you be willing to share a brief testimonial about your experience? Specifically, what made the difference for you this time around compared to your previous attempt to sell?

You can simply reply to this email with a few sentences, or I can provide a link to my Google profile if that is easier for you.

Thank you again for trusting me with your home sale. I wish you nothing but the best in your new chapter.

Sincerely,

[Your Signature]

[Your Printed Name]