**Subject: is a quiet sale rigHt for your home?**

You might be wondering, what is a quiet sale? A quiet sale is when a seller asks their real estate agent to sell their home without putting it on the multiple listing service. In other words, the idea is to sell it quietly and under the radar. Some real estate agents call these types of listings “pocket listings.”

Quiet sales have always been popular with high end luxury homes where the rich and famous want to limit access of their home to only those quality buyers who have been extensively screened before gaining access.

In the low inventory market, quiet sales began to grow in popularity with standard home sellers, and now account for just under 10% of all homes sold.

One of the biggest benefits of a quiet sale is your home is not invaded by open house looky-loos and your privacy and daily life is not as disrupted.

The exclusivity of buyers knowing that they have special access to a home, and knowing that if the seller chooses they could put the home on the open market, often motivates them to make a higher offer than they might if it were on the multiple listing service. Let’s face it - scarcity is a powerful motivator.

For your complimentary “Quiet Sale Consultation,” reply to this email to book your session.

Warmly,

XXXXXXXX