**A close up of a logo

Description automatically generated**

**Email script (sellers)**

<client name>,

The Multiple Listing Service (or MLS) is an important tool I’ll be using as we work together, but

I’ve found few people understand it. So, here’s a quick overview: The Multiple Listing Service is where detailed information on virtually every home for sale resides, as well as historical information on home sales and prices. This foundation of

complete, current and reliable information will help me advise you on everything from pricing

to evaluating offers.

The Multiple Listing Service is a neutral place where virtually all the real estate agents in the

market collaborate to make transactions happen. Moreover, we all agree to rules that ensure

accuracy and efficiency in the real estate market. But, most importantly, the Multiple Listing Service is how you know your home will be seen by the largest possible number of potential buyers. When I place your home on the Multiple Listing Service, it will reach nearly every agent

working with nearly every active buyer in the market. I will also place your home on all the

popular home search apps and websites, but it is real estate agents working together on the

Multiple Listing Service that makes most sales happen.

My membership in the Multiple Listing Service will keep me, and you, in the know as we move

forward on this real estate journey.

<agent name>