

Risk-Free Appraisal letter

{NAME}  
{ADDRESS}  
{CITY} {STATE} {POSTCODE}

I thought I would write to you to see if you are possibly considering selling a property in the near future?

We have a large database of potential buyers that are very keen to acquire property in the area, hence my letter to you.

If you are definitely selling, or you would just like us to provide you with an updated appraisal of your property, I would be more than happy to call over and let you know what your property could be worth in today's market.

There is no charge for this service, and of course, no obligation.

**XYZ Real Estate** is the only agency in the area to offer free advertising, signage and marketing. When you choose **XYZ Real Estate** to sell your property, you have peace of mind knowing that up until we find a buyer, you can cancel the agreement at any time. We believe that we are the only agents to offer this risk-free proposal in the area. Most agents generally lock sellers into expensive long-term binding contracts, with **XYZ Real Estate**, you are always in control.

Please call me today on 555 55555.

Yours sincerely,  
**XYZ Real Estate**

Lisa B  
Director