

For Sale By Owner prospecting letter

{NAME}

{ADDRESS}

{CITY} {STATE} {POSTCODE}

Dear {NAME},

As we are both currently in the process of selling real estate, I thought I would write you a quick letter.

I just wanted to say that most owners who are selling their homes themselves think they will save a lot of money in commission and advertising - and that's a natural conclusion.

However, if I could show you how I could put MORE money in your pocket, would you be interested?

We are the only real estate agent office in the area to offer every client free advertising, free marketing and free signage, together with a genuine service guarantee.

When you choose me to sell your property, if you are unhappy for any reason prior to us securing a buyer, you can cancel our agreement at anytime.

We have a fantastic track record of sales and satisfied clients, therefore we are confident in offering this risk-free proposal. We believe in our company and our staff.

If you are interested in finding out how I am confident that I can achieve for you a higher change-over amount than if you sell your property privately, please call me today on 555 5555 and I can pop over for a chat.

We operate very differently from other agencies in the area and our unique approaches are leading our company to increased success and our clients to higher levels of satisfaction. I hope that we can help you too.

Your sincerely

Lisa B

Director

XYZ Real Estate