

Specific Target prospecting

Dear **[Name]**

I was prompted to send you a quick letter after I drove through your area yesterday.

I believe that your home could be suitable for one of my buyers that are looking for a home in your area. They are a young couple with two small children and they would love a home close **[to the school]**.

They are very keen to purchase as their property has sold.

If you are interested in selling, could you please call me on **[555 5555]**.

[Lisa B]

[Director]

[XYZ Real Estate]

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[Phone 555 5555]

PS - If you aren't currently looking to move now but you know someone who might consider selling, could you please pass on my card? Thank you.