Hello, [First Name],

My name is [name] with [brokerage], and I’ve recently been working with many individuals in [insert area or neighborhood] who are ready to downsize.

Large homes can be great for families, but they also come with more maintenance — not to mention higher utility bills and taxes. That’s money that I’m sure you’d rather spend on luxuries like travel and vacations. In fact, I talked about this very thing with a seller recently, and he told me he appreciated walking through the benefits of downsizing together:

[insert testimonial here about downsizing and your services]

Of course, I want to make sure that if you consider downsizing, you’re doing so for the right reasons. Can we talk in person to see if that’s an option for you? I’ve been proud to help many people through that process and am happy to say they all enjoy more freedom than they used to.

If you’ve thought about downsizing now or in the near future, call me at [phone number], and we’ll set up a meeting. I’d love to chat with you about the process and what I can do to help.

Best Regards,

\*hand signature\*

[Headshot]  
[Name]  
[Brokerage]  
[Address]  
[Email/Phone]  
[Social Media Handles]

