Dear Mr./Ms. [Family Name of Lead],

I was happy to see that you recently showed interest in a property I listed on [name website — Zillow, realtor.com, and so on.], and wanted to be sure to follow up with you.

I noticed that you were looking at properties with/in [insert special features like the number of bedrooms or neighborhood]. I have a number of homes on the market that you might be very interested in — plus some new ones that aren't even listed. I can get clients in early to see the ones about to list so that you have the best opportunity to get offers in before anyone else. Would you be interested in seeing some of them?

Let's have a chat about what your needs are and how I can help you meet them. Call or text me at [phone number] or email me at [email address]. I'd love to help!

Best Regards,

*hand signature*

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

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