

# REAL ESTATE PROSPECTING LETTER TEMPLATES

## The Introduction Letter

Dear **(Potential Seller or Buyer)**,

I hope this letter finds you safe and in good health! My name is **(insert your name)** and I am a real estate agent with **(company name)**. I wanted to take a moment to introduce myself and share some exciting real estate news.

I've lived in **(town, city)** for **(number of years)**, and have helped residents buy and sell homes for **(number of years)** years.

Whether you are looking to sell your home or buy a new home, our present market is a "perfect storm" of super-low interest rates and a shortage of homes to buy.

What does this mean to you? If you are a buyer, low interest rates afford you an opportunity to have more buying power. Buyers are able to purchase a higher-priced home at a comfortable mortgage payment.

If you are a seller, basic economics play to your advantage in the present market. With supply being so low and demand so high, sellers are receiving multiple offers and selling their home at a higher price than expected.

I would welcome the opportunity to discuss any request or questions you may have.

Looking forward to visiting with you in the very near future.

Thank you for your attention!

**(Insert signature)**

## Low Inventory Letter

Dear **(Potential Seller)**,

I hope this letter finds you in good health! I'm reaching out today because it is an incredible time to sell a home.

There is a shortage of homes on the market, and sellers are benefitting from the influx of buyers. Many of these buyers are willing to pay more than the asking price for the right home—leaving you with a hefty profit.

We can start by setting up a visit, where I can talk in more detail with you about how to take advantage of this opportunity. Or you can call or text me directly at **(cell phone #)** or email me at **(email address)** with a day and time that works best for you.

Don't hesitate to reach out with any additional questions! Looking forward to meeting with you in the very near future.

Sincerely,

**(Insert signature)**

## Record Low Interest Rates Letter

Dear **(Potential Buyer)**,

I hope this letter finds you in good health! If you've been thinking of buying a home, I'm thrilled to tell you that there has never been a better time to do so.

Interest rates are incredibly low, which allow you to get more house for less money. In fact, mortgage lenders estimate that interest rates under 3% afford the buyer up to \$30,000 more in buying power!

I truly don't want you to miss this opportunity to find the perfect home. Let's set up a visit to chat in more detail. You can call or text me directly at **(cell phone #)** or email me at **(email address)** with a day and time that works best for you.

Don't hesitate to reach out with any additional questions!

Looking forward to meeting with you in the very near future.

Sincerely,

**(Insert signature)**

## Renter Letter

Dear **(Potential Buyer Who Is a Renter)**,

I hope this letter finds you in good health! Did you know that you could buy a home right now?

Mortgage lenders estimate that low interest rates give buyers up to \$30,000 more in buying power! There are a few local lenders who can show you exactly how you can buy a home now and take advantage of the market.

Let's plan a visit to talk about this in more detail. I truly don't want you to miss this opportunity to find your dream home! Call or text me directly at **(cell phone #)** or email me at **(email address)** with a preferred time and date.

Don't hesitate to reach out with any additional questions!

Looking forward to meeting with you in the very near future.

Sincerely,

**(Insert signature)**

## Co-marketing Prospect Letter

Dear **(Professional/Business Owner)**,

I hope this letter finds you in good health! I'm **(insert your name)**, a real estate agent with **(real estate company name)**. I've heard your name come up among my connections, and I'd love to discuss the idea of a mutually beneficial partnership.

By working together, both of us could increase our exposure to potential clients and businesses. Since our client databases have similar needs, our partnership can be a real source of value for our clients as well as our businesses.

I'd be thrilled to work with you and see how we can help each other. Let's set up a meeting to discuss this venture in more detail. You can call or text me directly at **(cell phone #)** or email me at **(email address)** with a preferred time and date.

Don't hesitate to reach out with any additional thoughts or questions!

Looking forward to meeting with you in the very near future.

Sincerely,

**(Insert signature)**

## Referral Request Letter

Dear **(Previous Client)**,

I hope this letter finds you in good health! You've been on my mind over the past few months, and I'd love to hear how you are doing! How is your home treating you?

Since you are one of my favorite past clients, I always want to keep you "in the know" about what is going on in the real estate market. Right now, there is a low inventory of homes, making it a great environment for homeowners to sell. Mortgage lenders are sharing that with interest rates presently at and under 3%, it affords the buyer \$30,000 more in buying power.

Do you know someone who is considering buying or selling their home? I'd love to help them take advantage of the current conditions.

Please feel free to call or text me directly at **(cell phone #)** or email me at **(email address)** and let me know if I can answer any additional questions.

As always, I am so very grateful for your confidence, loyalty, and support. I hope we can visit in the very near future!

Sincerely,

**(Insert signature)**

## Expired Listing Letter

Dear **(Expired Listing Homeowner)**,

I hope this letter finds you in good health! Today I noticed your home at **(insert address)** is no longer listed for sale within the Multiple Listing Service (MLS).

My name is **(insert your name)** and I specialize in helping people who may be frustrated that their home didn't sell the first time around. How? I offer my clients a different, unique approach to getting their home sold despite the market conditions.

Just one example of my marketing plan is the effective use of the internet to maximize exposure for your home. This is absolutely critical as 86% of buyers today use the internet as their primary information resource.

In addition, when working with sellers, I offer my clients:

- Complete market overview and pricing analysis
- Enhanced RMLS listing and a linked virtual tour
- Dedicated website, specific to your listing
- Online classified advertising
- Complete email-ready property information kit for buyers
- Exclusive 25-point internet marketing strategy—local and regional marketing

If you are considering relisting your home, I would welcome the opportunity to interview for the job. Please give me a call at **(insert phone #)** or email me at **(insert email address)** at your convenience.

Sincerely,

**(Insert signature)**

## Preforeclosure Letter

Dear **(Preforeclosure Homeowner)**,

As you know, the economic recession has left many homeowners in a challenging financial position. Navigating the foreclosure process can prove stressful, and identifying alternatives to foreclosure is tricky.

My name is **(insert your name)** and I am a real estate agent with **(real estate company name)**. I specialize in working with homesellers who are underwater on their mortgage or are facing foreclosure. For many homesellers, foreclosure is a dark time in life. Through my work, I provide a much needed beacon of hope for my clients to lift out of such a crisis.

A short sale is one alternative to foreclosure. In a short sale, the homeowner, real estate professional, and lender work together to form an agreement to sell a home at current market value; this agreed-upon value is typically below the existing balance on the homeowner's mortgage. The property is able to transfer hands to a new owner, removing the overhead and risk from the lender's portfolio and relieving the existing homeowner of the burden of an underwater mortgage. The short sale process can prove challenging, stressful, and time-consuming; it requires persistence and dedication. As a specialist in short sales and foreclosures, I am well-versed in the ins and outs of this process and knowledgeable about the ways to move such transactions to completion. My work allows my clients to realize the freedom they desire from the unwanted weight of an underwater mortgage.

If you or someone you know is facing foreclosure, please do not hesitate to contact me. I would be happy to help during this challenging time.

Best wishes,

**(Insert signature)**

**Source: National Association of Realtors**

## For Sale By Owner (FSBO) Prospecting Letter

Dear **(FSBO Seller)**,

I hope this letter finds you in good health! I recently found your listing online, and I must say that I'm impressed with the quality of your listing photos. Your home looks beautiful, and these photos are surely helping you attract buyers.

You've probably heard too many real estate agents say things like, "You really need an agent's help to sell your home" or "You'll never be able to handle all the paperwork."

As you've probably realized, those things are not true. It is very possible to sell your home without an agent—especially in a market with such low inventory. And although the paperwork isn't usually anyone's favorite part of the homeselling process, I'm sure you've faced tougher things in your lifetime!

However, I'd love to extend a hand if you have questions about the process at any point. I know that you want to do the best thing for yourself and your family, and that's what I want for you too. There are a lot of things to consider, like disclosures, buyer financing, marketing, and pricing, so it's important to have support when questions inevitably come up.

I love to help people buy and sell their homes and move their families closer to their goals. Whether you just need someone to consult with questions or you'd like to see real numbers about your profits with or without an agent, I'm here for you—no obligation.

Sincerely,

**(Insert signature)**