

# Real Estate Prospecting Letter Templates

## The Introduction Letter

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

I hope this letter finds you well! 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 low interest rates and a shortage of homes to buy.

What does this mean for you? If you are a buyer, low interest rates allow you to have more buying power. Buyers can 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 homes at a higher price than expected.

I would welcome the opportunity to discuss any requests or questions you may have. Looking forward to visiting with you soon.

Thank you for your attention!

***(Insert signature)***

## Low Inventory Letter

Dear ***(Potential Seller)***,

I hope this letter finds you well! 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 soon.

Sincerely,

***(Insert signature)***

## Interest Rates Letter

Dear ***(Potential Buyer)***,

I hope this letter finds you well! 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.

Although interest rates have fluctuated over the past few months, they are currently at the lowest point since ***(month and year)***. This makes it an excellent opportunity for you 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 soon.

Sincerely,

***(Insert signature)***

## Renter Letter

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

I hope this letter finds you well! Did you know that you may be able to buy a home right now?

Many local lenders provide specialized programs to help renters or first-time homebuyers get more buying power. You might be surprised by your options right now—without having to save thousands of dollars. There are a few lenders I know who can show you exactly how you can 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 an 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 soon.

Sincerely,

***(Insert signature)***

### Co-marketing Prospect Letter

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

I hope this letter finds you well! 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, we could increase our exposure to potential clients and businesses. Since our client databases have similar needs, our partnership can be a natural source of value for our clients and 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 soon.

Thank you for your attention!

**(Insert signature)**

## Referral Request Letter

Dear ***(Previous Client)***,

I hope this letter finds you well! You've been on my mind for 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 happening in the real estate market. Right now, there is a low inventory of homes, making it an excellent environment for homeowners to sell. Plus, many local mortgage lenders have unique programs to help buyers purchase a new home more easily.

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 soon!

Sincerely,

***(Insert signature)***

## Expired Listing Letter

Dear ***(Expired Listing Homeowner)***,

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

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

One example of my marketing plan is the effective use of the internet to maximize exposure for your home. This is absolutely critical as all homebuyers 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 MLS 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 call me 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 its current market value. This agreed-upon value is typically below the existing balance on the homeowner's mortgage. The property can be transferred 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 how 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)***



### For Sale by Owner (FSBO) Prospecting Letter

Dear ***(FSBO Seller)***,

I hope this letter finds you well! 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 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 profit projections, I'm here for you—no obligation.

Sincerely,

***(Insert signature)***

## Open House Attendees Follow-up Prospecting Letter

Dear ***(Open House Attendee)***,

Thank you for attending my open house on ***(day)*** at ***(open house address)***. It's always a pleasure to assist others in ***(your farm area)*** in finding their ideal house and meeting new people. Having worked in the neighborhood for the past ***(#)*** years, I have a great deal of familiarity with it and have assisted ***(#)*** people in finding their dream homes.

I believe small interactions at events like my open house will contribute to developing stronger communities. So, please don't hesitate to call or text me at ***(contact #)*** or email me at ***(email address)*** if you need any assistance with the real estate market or would just want to grab a coffee anytime.

Thank you again for connecting!

Best wishes,  
***(Insert signature)***

## Probate Prospecting Letter

Dear Mr./Mrs./Ms. **(Last Name)**,

Please accept our condolences on the passing of **(decedent's name)**. I'm sure this is a tough time for you.

We're contacting you because we know that arrangements must be made for the home at **(address)**. We also want to tell you that we are available to provide our professional assistance at any time when you are ready to deal with the matter.

We want to make the process as easy as possible for you, as we recognize that you are now under much stress. We could even get you a cash offer. We are ready to speak with you at any time if you want to discuss the issue more. Please call me at **(insert phone #)** or email me at **(insert email address)** at your convenience.

Sincerely,  
**(Insert signature)**

## Neighborhood Farming Letter

Hi **(Neighbor's Name)**,

My name is **(your name)**. I live and work here in this neighborhood, **(name of neighborhood)**. I am a real estate agent and have an interest in our neighborhood. I would like to take this opportunity to introduce myself in the hopes that you may consider using my professional services. I have worked in this industry for **(#)** years.

Whether you're an empty-nester looking to downsize or your family is growing and needs a bigger space, I can help you explore your options and walk you through every step of the process to close on the transaction that will work best for you.

In fact, this might be the ideal time to consider selling your house. The current property market is favorable, according to the real estate market statistics report, and many buyers have been waiting to purchase until the economy started to improve following the recession. The comparative market analysis (CMA) that is linked below will provide you with further details regarding the state of the housing market at the moment.

Even though this procedure may seem complicated and include a lot of unforeseen obstacles, I am experienced in logistics and can ensure that your real estate transaction is stress-free from start to finish.

I have established a solid reputation for expertise and integrity and am perceptive to each client's particular demands. I would love to speak with you more, and I appreciate your consideration of my offer of assistance. You can contact me at **(phone #)** or email me at **(email address)** anytime. Thank you again, and have a great day.

Best wishes,  
**(Insert signature)**