

Your Company Name

Your Name

Address

City, State Zip

Phone: 999-999-9999 Fax: 999-999-9999

Email: username@domain.com

[Date]

«Name»

«Address»

«City», «State» «Zip»

Dear «Title» «LastName»:

«FirstName», why For Sale by Owner Signs Get Replaced by Agent Signs: Because Agents Sell!

Utilizing an agent means:

- You are protected against unscrupulous buyers hoping to pay less than market value for your home.
- No unescorted, unqualified persons will enter your home.
- Contracts are likely to end in a sale—not in a courtroom.
- You are able to meet buyer financing needs.
- You are no longer a prisoner in your own home waiting for the bell to ring.
- You are more likely to sell your home.
- The sale will result in a higher net profit.

Please think about it. I will call you in the next few days to answer any questions you might have and to prove that everything I have told you is true.

Yours truly,