

**Your Company Name**

Your Name

Address

City, State Zip

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

Email: username@domain.com

«Name»

«Address»

«City», «State» «Zip»

Dear «Title» «LastName»:

«FirstName», **SOLD!****Is this the sign in front of your home? Or is it simply, For Sale by Owner**

The likelihood of turning the second sign into the first sign is very slim, which explains why so many For Sale by Owner signs are replaced by broker's signs.

Do you realize that:

1. Most calls on For Sale by Owner signs come from people who can't afford the home they are calling about?
2. Most calls from newspaper ads are from people who would not be satisfied with a home priced in the range they inquired about?

Without having a variety of homes to match inquiries, most of an owner's efforts end up wasted.

I will call you in the next few days, not to try to saddle you with agent selling fees but to show you how I can help you have more money in your pocket after a sale.

**Isn't what you actually net more important than anything else?**

Yours truly,