

**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», you probably know that

**No Agent = No Commission**

That seems like a good reason to try to sell without an agent except, that “no agent” all too often means “no sale.” That explains why so many **For Sale by Owner signs are replaced** by agent’s signs.

I will call you in the next few days to show you not only the dangers of owner sales but also the positive benefits we can offer. If I show you how I can put more money in your pockets, will you want to talk with me?

Yours truly,