Dear Homeowner,

My name is Tiffany, and I am a real estate agent with Berkshire Hathaway HomeServices. I want to start by writing that I am not soliciting you to gain your business. Although I know that seems unlikely, the purpose of my letter is to go above and beyond for my clients Bob & Susan. They are relocating from California to Texas with their high schooler while their other child attends A&M. They are very interested in finding a home in Lantana with 4 or more Bedrooms, 3 or more Bathrooms, a Game or Media Room, plus a pool.

As a proactive real estate agent, I am reaching out to you, a Lantana homeowner, to gauge your interest in selling your house. If this is something you’ve been considering, please give me a call, text, or email. I would love to hear about your property and see if it is a good fit for my clients.

As you are probably aware, the selling market is one of the best it’s been for homeowners looking to make a change. However, what holds most prospective sellers back is the question, “where will we live?” This single thought is creating even more low-inventory issues and is tilting the scales further into a seller’s market.  
   
I have a few tricks up my sleeve including a very unique trade-in program that lets you get 80% of your equity out of your current house, immediately. Furthermore, you also get to reap the upside of the final sales price of your house, putting even more money in your pocket after closing.  If this letter is resonating with you, feel free to reach out. We can have a quick chat on where you are looking to go, how to get you there and how much we can net you for your current house.

Thank you for your consideration.

Sincerely,

Name

Realtor®

Number

Email