Sample: Seller Lead Letter

Dear Seller,

I understand you are considering selling your home. I would ask you to consider giving me the opportunity to explain how I successfully market homes in today's real estate market. With the complexities of financing, buyer qualifications, and the consequences of inappropriate methods of business, you need to take seriously, as I'm sure you are the selection of the listing agent.

I have assisted many sellers in the successful sale of their homes and have listed a couple for you to check with. Please feel free to call any of these past clients as they expect to get calls from time to time. In the event you select me to market your home, I hope I can have future sellers contact you as well.

(Names of references)

There are keys to selling homes in today's market for the highest possible price in the shortest period of time and I would welcome the opportunity to discuss these elements with you at your earliest convenience. I feel you deserve to know the REASONS A PROPERTY SELLS and my STEPS TO SUCCESSFULLY SELLING YOUR HOME. I take my business seriously and know that you're equally serious in the selection of your representative in the sale of your home. For that reason I look forward to hearing from you.

Wishing you the best,

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