<Date>

Dear <Homeowner>,

It’s always a pleasure to report good news to homeowners! Favored neighborhoods are considered to be a “seller’s market” and inventory is low.

Your property is in a prime area to take advantage of the large numbers of buyers currently competing to purchase a home. There are several reasons to consider selling in this market. First, the convenience of a quick sale always makes the process less burdensome. Equally appealing, buyers are seriously looking to purchase and are prequalified for financing. Buyers are also more flexible about a closing date to accommodate the seller’s timing. A well-priced property can also generate multiple offers.

I’d be happy to meet with you to present a Comparable Market Analysis and my impressive marketing plan to help you decide whether now is the right time for you to sell.

Thank you for taking the time to consider this letter. I look forward to hearing from you. I can be reached on my cell at <000-000-0000> or by email at <agentname@masiello.com>

Sincerely,

<Agent Name>

Realtor

Enclosures