**Why Use a REALTOR® Letter Template**

<Prospect name and address block>

Dear <name>,

I recently noticed a for-sale-by-owner sign in front of your home. Selling a home is a complex and nuanced process, so allow me introduce myself in case you change your mind and decide to use a REALTOR®.

I specialize in listing and selling homes in <town or neighborhood>, and recently sold a home at <nearby address>. As a REALTOR® with <xx> years of experience, I can help you with the process of selling a home, which includes preparing and pricing your home for sale, listing your home on the multiple listing service and realtor.com, marketing your home, showing your home to interested clients, receiving and reviewing offers and contracts, tracking the loan process, coordinating home inspection, scheduling an appraisal, and guiding you through the closing.

Let’s meet for coffee and discuss in detail what I can do for you.

<Contact block with name

RE license #

firm name

firm address

email, phone, and social media>

Disclaimer: This document is provided as a sample and does not constitute legal advice. Members should modify this document to address their specific needs and verify all information provided to ensure its accuracy and compliance with applicable law.