

9 sample real estate prospecting letters for every occasion



Real estate agent introduction letter

Dear (Name),

I hope this letter finds you well. My name is (Name), and I'm an agent working with (Company). I've lived in (Area Name) a long time, and I've seen it blossom from the sleepy neighborhood it once was to the thriving commercial hub it is today.

I'm excited to let you know that from now on, I'll be representing homeowners in this area. If you ever wish to put your home up for sale, purchase a home, or even just want to chat, feel free to reach out to me. I'll be glad to help.

Regards,

(Name)

(Contact Details)

Real estate introduction letter to friends and family

Dear (Name),

How have you been? How are (Partner's Name) and the children?
I hope that (Recent Life Event) is treating you well.

I'm thrilled to tell you that I am now officially a licensed real estate agent!
I started working with (Company) a few days ago. I hope you like my business card!

Please keep me in mind if ever you're thinking of selling your home—and tell everyone
you know! As a small gift, I'm offering a free property analysis upon request.

Please reach out to me if ever you require my services. Hope to hear from you soon!

Warmly,
(Name)
(Contact Details)

Real estate referral letter

Dear (Name),

My name is (Name), and I'm a real estate agent with (Company). Recently, I had the privilege of serving our common friend/your (Relation)—his/her home fetched a pretty incredible price, and I'm helping him close a deal in (Neighborhood) now.

(Friend) told me you might be looking to relocate soon, and I did a quick market analysis of your neighborhood, which I've attached. It's a little hard for me to contain my excitement, so I'll come out and say it: I think your house has great potential, and I'd love to tell you more.

Please call me at (phone number), and we can set up a time to chat. I think there's a huge opportunity here, and I'd like to help you take advantage of it.

Sincerely,

(Name)

(Contact Details)

“I have a buyer for your home”

Dear (Name),

My name is (Name), and I'm a real estate agent with (Company).

I've been representing homeowners in this area for a few years now, and while I was driving past your home the other day, it occurred to me that it might be perfect for one of my clients who are looking for a home. They're a family of four looking to relocate to a single-story home close to the school.

As the end of spring break approaches, they're looking to settle down urgently.

Should you be interested in selling, drop me a text at the number below, and we can set up a visit. If you aren't currently looking to sell but know someone who is, my client and I would love to know more.

Sincerely,

(Name)

(Contact Details)

Property analysis letter

Dear (Name),

I hope you're enjoying spring break with your children. Just the other day, a house in your area sold for a remarkable price, and the deal was closed so quickly, it told me something: buyers are looking, and looking hard.

I'm an agent with (Company), and I wanted to let you know that if you're looking to sell, opportunities are waiting to be swept up.

I've done some competitive analysis and gathered insights into your current market that might make you sit up and take notice. If you're interested in learning more, let me know, and I'll be happy to share that info with you.

Sincerely,

(Name)

(Contact Details)

Real estate divorce letters

Dear (Name),

My name is (Name), and I'm a real estate agent with (Company). I heard from (Source) about the divorce, and I'm sorry to hear about the tough time you're going through. If you'd like some support, I can offer my services.

With children and a shared home, things can get messy and stressful, but the good thing is you have many options. We can weigh them together based on your goals and chalk out a way forward.

I've assisted many clients through this tough period, and I know that one needs all the help one can get. If you want me to walk you through possible next steps, please reach out to me at the contact below.

Wishing you strength and fortitude in this difficult time,
(Name)
(Contact Details)

New real estate agent letter

Hello, (Name),

I hope you're doing well. (Name of ex-agent), who helped you purchase your home in 20___, has moved cities and is no longer with (Company). My name is (Name), and I'm writing to let you know that I'll be your new representative in this neighborhood.

I earned my license in YYYY, and I've helped XXX people find the homes of their dreams. I promise to uphold the same great service and relationship you've enjoyed with (Name of ex-agent).

If you ever wish to chat, please don't hesitate to reach me at the contact numbers below.

Warm regards,
(Name)
(Contact Details)

“Just sold” prospecting letter

Hello, (Name),

A month ago, the Joneses, a family of five, approached (Company) with their 4BHK condo (attached).

Mr. Jones had got a promotion and the family had to relocate, fast. You might know them!
They live three blocks away from you. They were willing to sell for \$450,000.
Not bad, you would say, for (Neighborhood)?

Well, two days ago, I watched as a buyer signed for \$600,000! This didn't surprise us at (Company). We've been watching your area for as long as we've been around—23 years, to be exact, and we know if they weren't in such a hurry, the condo could have gone for even higher.

There's never been a better time to sell, and if you were thinking about it already, this is a great time. If you'd like to know more about the potential of your home, feel free to reach out, and I'll be happy to swing by and have a chat.

(Name)

(Contact Details)

For sale by owner letters for real estate agents

Dear (Name),

My name is (Name), and I'm an agent with (Company). I've been representing owners in this district for a few years now, and I couldn't help but notice that you've been looking to sell your home.

When I see an FSBO sign, I can't help but wonder if the seller had bad luck with an agent before or doesn't know about the benefits of having a good agent... I know it can take a while to find an agent you gel with, but trust me, it's worth the wait.

Just last month, I saw a home go for at least 30% less than it was worth—all because the owner insisted on handling the sale himself. This happened not once, but three times in the last year. 30% is a lot—and far higher than the cut I would take as a commission.

It's a tough market out there, but I'm confident that I can help you exceed your expectations—and with less work for you too. I've got years of experience negotiating deals in this area and nothing would make me happier than dropping by and doing a quick property analysis for you.

Should you have a change of heart, reach out at the number below, and we can figure out the road ahead.

Regards,
(Name)
(Contact Details)