

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Subject: Is your lease expiring soon? Stop renting and start owning.

Dear [Recipient Name],

I am writing to you because I noticed that many residents in your area have lease agreements coming up for renewal soon. If you are tired of monthly rent increases and building equity for a landlord instead of yourself, now is the perfect time to consider homeownership.

Transitioning from renting to owning may be easier than you think. There are many programs available-including low down payment options and first-time homebuyer incentives-that can make owning a home more affordable than your current monthly rent.

By choosing to buy, you can:

- Lock in your monthly housing costs and avoid rent hikes.
- Build personal wealth and equity with every payment.
- Have the freedom to customize and renovate your space.
- Take advantage of potential tax benefits.

If you are curious about what you might qualify for or simply want to compare the costs of renting versus buying, I would love to help. I can provide a complimentary market analysis and connect you with trusted lenders to explore your options before you sign another lease.

Please feel free to call or text me at [Your Phone Number] or email me at [Your Email Address]. Let's turn your next move into an investment in your future.

Best regards,

[Your Name]

[Your Title/Company]

[Your Website]

[License Number, if applicable]