[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip]

Dear [Homeowner Name],

I noticed you are currently listing your home at [Property Address] as "For Sale By Owner." I respect the DIY approach, but I wanted to provide a quick "reality check" regarding the actual costs involved in a private sale.

Many sellers choose FSBO to save on commission, but often overlook these hidden expenses that can eat into your net profit:

- **Buyer's Agent Commission:** Most qualified buyers are represented by agents who expect a 2.5% to 3% commission, which the seller typically still pays.
- **Marketing Costs:** Professional photography, signage, and premium listing placements can cost hundreds or thousands out of pocket.
- **Legal and Escrow Risks:** Handling contracts, disclosures, and inspections without professional oversight can lead to expensive legal mistakes or renegotiations.
- **Pricing Errors:** Data shows that FSBO homes often sell for significantly less than those listed with an agent, often losing more in sale price than the cost of the commission itself.
- **Time Value:** Screening unqualified callers, hosting showings, and managing paperwork is a full-time job.

My goal is to help you net the highest possible amount for your home, not just save on a fee. I have a proven strategy to manage these costs while driving up your final sale price through maximum market exposure.

If you would like a no-obligation analysis of what your home would net after all expenses, please give me a call at [Your Phone Number].

Best regards,

[Your Signature]

[Your Printed Name]