

[Your Name]
[Your Company]
[Your Phone Number]
[Your Email]

[Date]

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

Dear [Homeowner Name],

I noticed you are currently listing your home as "For Sale By Owner." I respect the initiative it takes to sell a property independently, but I wanted to share some insights regarding the hidden costs that often catch sellers by surprise.

While the goal of selling privately is usually to save on commission, many owners find that the following factors actually decrease their final net profit:

- **Qualified Buyer Traffic:** Statistics show that most FSBO listings reach a limited pool of buyers, whereas professional marketing reaches 100% of the market, often leading to higher competing offers.
- **Inspection and Repair Costs:** Without an experienced negotiator, sellers often concede thousands of dollars during the inspection phase that could have been protected.
- **The "FSBO Discount":** Most buyers expect a lower price when there is no agent involved, essentially asking for the commission savings to be passed to them rather than staying in your pocket.
- **Legal and Liability Risks:** Paperwork errors or failure to provide mandatory disclosures can lead to expensive legal disputes long after the sale is closed.

My goal is to help homeowners walk away with the highest possible net gain, even after commissions are paid. I would love to show you a side-by-side comparison of what you might net by selling on your own versus using a professional strategy.

Are you available for a brief 10-minute phone call this week to discuss your goals?

Best regards,

[Your Signature]

[Your Name]