

[Date]

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

Dear [Homeowner Name],

I am writing to you regarding your current listing for the property at [Property Address].

In today's real estate market, even the strongest offers can occasionally encounter unexpected hurdles, such as financing issues, inspection complications, or buyer contingencies. Having a professional backup plan ensures that your transition remains on schedule and your equity remains protected should your current situation change.

My "Safety Net" strategy focuses on:

- Maintaining a list of qualified secondary buyers ready to step in immediately.
- Analyzing current market trends to ensure your pricing remains competitive.
- Providing a seamless transition plan to prevent any "days on market" fatigue.

I would welcome the opportunity to introduce myself and provide you with a complimentary valuation and backup marketing strategy. There is no obligation; my goal is simply to ensure you have a professional resource available if you ever need a "Plan B."

I will follow up with a brief phone call next week, or feel free to reach me directly at [Phone Number].

Sincerely,

[Your Name]
[Your Title/Company]
[Your Phone Number]
[Your Email Address]
[Website]