

[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 for sale independently. While the goal of saving on commission is clear, I wanted to share a few industry statistics that many homeowners find surprising.

According to the National Association of Realtors (NAR):

- **Net Profit:** The typical FSBO home sells for significantly less than agent-assisted sales. In recent years, the median selling price for FSBOs was \$310,000, compared to \$405,000 for agent-assisted sales.
- **Exposure:** Over 90% of buyers use a real estate agent to find a home. Without being on the Multiple Listing Service (MLS), your property is invisible to the vast majority of qualified buyers.
- **Closing Hurdles:** Nearly 15% of FSBO sellers report that paperwork and legal compliance are the most difficult parts of the process, often leading to costly delays or legal risks.

My goal is not just to list your home, but to ensure you net the highest possible amount of money with the least amount of stress. Even after paying a commission, most sellers still walk away with more money in their pocket by using a professional.

If you are interested in seeing a comparative market analysis or learning how I can increase your property's visibility, please give me a call at [Your Phone Number].

I wish you the best of luck with your sale regardless of the path you choose.

Sincerely,

[Your Signature]
[Your Printed Name]