

Dear [Homeowner Name],

Selling a home on your own is a bold move, and I respect the effort you are putting into the process. However, many "For Sale By Owner" sellers eventually encounter a few common hurdles that can stall a successful closing.

I am reaching out to help you navigate these three frequent obstacles:

- **Qualified Buyer Traffic:** Distinguishing between "window shoppers" and buyers who are actually pre-approved and ready to perform.
- **Objective Negotiation:** Managing emotional back-and-forth discussions regarding repairs, credits, and price reductions.
- **Legal Documentation:** Ensuring all state-required disclosures and contracts are completed correctly to avoid future liability.

My goal is to make sure you get the highest possible return on your investment with the least amount of stress. I have helped many sellers in [Neighborhood/City] overcome these exact challenges to reach the closing table.

If you find yourself stuck or simply want a professional opinion on your current marketing strategy, please give me a call at [Your Phone Number]. No obligation, just helpful advice.

Best regards,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]