

Dear [Homeowner Name],

I noticed you are currently listing your home at [Property Address] for sale by owner. I admire your initiative, but I also know that selling a home independently can be an overwhelming process.

Statistically, many FSBO sellers face specific challenges that can lead to a lower sale price or legal complications. I have put together this brief list of the most common mistakes to help you stay on the right track:

- **Under-Pricing or Over-Pricing:** Without access to real-time market data, it is easy to leave money on the table or scare away buyers with an unrealistic price.
- **Limited Exposure:** Relying only on yard signs and basic websites misses the vast network of buyers represented by professional agents.
- **Lack of Qualified Buyers:** Showing your home to "window shoppers" who are not pre-approved can waste your time and compromise your security.
- **Legal and Paperwork Errors:** Missing mandatory disclosures or using incorrect contracts can lead to expensive lawsuits after the sale.
- **Negotiation Pitfalls:** It is difficult to remain objective when negotiating the value of your own home against professional buyers or aggressive agents.

My goal is to ensure you get the highest possible return on your investment. If you ever feel overwhelmed or would like a no-obligation valuation of your property, I am here to help.

I have enclosed my contact information and would love to chat for five minutes about your goals for the sale.

Best regards,

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