

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

[Date]

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

Dear [Homeowner Name],

I noticed that you are currently offering your home for sale at [Property Address]. Selling a home on your own is a significant undertaking, and I respect your initiative to take on this challenge.

Statistics show that the first few weeks on the market are the most critical. To help you navigate this process successfully, I have enclosed a complimentary copy of my "**FSBO Survival Guide.**"

This guide includes essential tips on:

- Preparing your home for professional-level showings.
- Safety precautions when opening your home to strangers.
- Navigating the complex paperwork and legal disclosures required in our state.
- Strategies for qualifying potential buyers before they walk through your door.

I am providing this resource with no strings attached. My goal is simply to introduce myself as a local real estate expert. If you ever find yourself with questions about market trends, local pricing, or if you simply reach a point where you would like a professional to handle the heavy lifting, I would be honored to assist you.

I wish you the very best of luck with the sale of your home.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number, if applicable]