

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

Selling your home on your own is a bold move, and I respect your drive to take control of the process. However, many For Sale By Owner (FSBO) sellers unintentionally leave money on the table or face legal hurdles simply because they aren't aware of the common pitfalls.

To help you succeed, I have put together this **FSBO Survival Guide: Top Mistakes to Avoid:**

- **Emotional Overpricing:** Setting a price based on what you "need" rather than what the current market dictates can cause your home to sit and stagnate.
- **Inadequate Screening:** Letting "lookie-loos" into your home without verifying their pre-approval letter can waste your time and compromise your security.
- **Neglecting Digital Marketing:** Over 90% of buyers start their search online. A sign in the yard and a basic listing are often not enough to reach the highest-paying buyers.
- **Disclosure Issues:** Failing to provide the correct legal disclosures can lead to expensive lawsuits long after the sale is closed.
- **Negotiation Exhaustion:** It is difficult to remain objective when a buyer criticizes your home to lower the price.

My goal is to see you get the best possible result for your home. I am enclosing my contact information and a complimentary market report for your neighborhood to help you stay informed.

If you ever find the process becoming overwhelming, or if you simply want a professional second opinion on your pricing strategy, please feel free to call or text me at [Your Phone Number].

Wishing you a quick and profitable sale!

Sincerely,

[Your Name]

[Your Title/Company]

[Your Email]

[Your Website]