

[Date]

[Your Name]

[Your Company]

[Address

[Address]

[City, State Zip Code ]

Dear [insert FSBO name],

I can tell from your sign that you are trying to sell your home on your own.

I specialize in this area and I have created a program that outlines what's involved in selling your home in today's market. It is a FREE SERVICE designed specifically for the For Sale By Owner.

I would like an opportunity to share my program with you. Please understand that I respect your wishes to sell on your own without hiring a real estate agent. I promise, no sales pitch, only credible information to assist you in the successful sale of your home.

Please contact me to set a convenient time to meet.

Sincerely,