



**THE CLOSE**

**17 BEST  
REAL ESTATE  
PROSPECTING  
LETTER  
TEMPLATES**

# 1. Divorce Prospecting Letter

## Breakthrough Broker

Dear Homeowner,

During a divorce, you'll likely have many questions concerning what happens to your home, your current mortgage, and even your credit rating. At (company name), we are here to help educate you on all available options so you can take the proper steps in purchasing your next home. We will guide you through this process one step at a time, discuss your financial goals, and tackle the inevitable concerns and questions that will arise. We can provide a free consultation including a comparative market analysis of your home (CMA) to help give you the answers you need to make the best financial decision.

Below are some answers to frequently asked questions:

### **What happens to my current home?**

If you and your spouse own a home, there are two main routes you can take to reach a solution. You can sell the home and split the proceeds or one person can "buy out" the other by refinancing the mortgage. Sitting down and discussing these options will help you get on the same page and minimize friction.

### **How does a divorce impact my credit score?**

Unfortunately for many, divorce is a time of great financial hardship and credit challenges. Because you are responsible for the mortgage until it is paid in full or refinanced, it is imperative that you remain current on the monthly payments. We can discuss further whether refinancing or selling is a better option for your situation and come up with a plan for accomplishing your goals.

### **Can I buy a new home if I'm still listed on the previous mortgage?**

Yes, but it's sometimes difficult to purchase another home until your divorce is final. In most situations involving child support and alimony, the payments must be received for a specific time period before you can use it as qualifying income. If you are still listed as a co-borrower on the mortgage for the prior home, many mortgage programs will allow you to qualify while excluding that debt. We will connect you to an experienced lender who can give you the best advice for your unique situation.

## **Why work with (company name)?**

We've navigated this process alongside many of our clients who have struggled with the same financial questions and stresses you are experiencing. We know that being properly educated on the intricacies of this process and being aware of your available options is the best way to minimize unnecessary confusion. Finally, we understand the emotional impact a situation like this has on someone and that you need an advocate, not a salesperson.

You have options regarding home ownership and we want to earn your trust. To learn more about how we can help, call us at (phone) or email us at (email).

Regards,

[Your Name]

## 2. Expired Listing Letter

Real Estate Coach Borino  
Expiredplus.com

<today's date>

Mrs. & Mrs. Smith  
4140 Maple St.  
Small Town, CA 90210

Dear Mr. and Mrs. Smith:

Just a note to say I'm sorry your house didn't sell. Please don't be too discouraged. As you can see, other homes in the neighborhood are selling and your neighbors are moving. Why not you? Don't give up just because things didn't work out the first time. Sometimes it happens. It's not too late to get it done right. There are plenty of qualified buyers willing to pay a full market value for a nice home like yours. This could be you:



Talk is cheap, I know. You are probably overwhelmed by the calls and letters from all the sales people claiming "I know why your home didn't sell," and "I'm a specialist," or "I have a marketing plan" ... and on and on. It can be pretty annoying.

Bottom line: Before you re-list with another agent, have them submit to you legitimate results. In today's market, the right agent with the right marketing tools and the right attitude makes all the difference.

If you'd like to ask me a few questions—no pressure, no hassle, no obligation—just a friendly conversation about your plans, please give me call.

Sincerely,

Borino  
RE/MAX Community Realty

P.S. You can reach me day or night at 800-573-8492 (cell).

### 3. New Agent Sphere Prospecting Letter

Sean Moudry, Real Estate Coach  
Close Contributor

Dear \_\_\_\_\_,

If you're anything like me, chances are you're only reading this letter out of sheer curiosity. After all, why would someone go through the trouble of writing a letter in 2021? What could possibly be so important that Facebook, Instagram, email, texting, and LinkedIn just aren't good enough? Why did I go the extra mile here? Simple. I think that big changes lead to big opportunities. Let's start with the changes: Last month, after {years in previous industry}, I proudly joined {your brokerage or team}, one of the most respected and talented {brokerage or team} in {your farm area}.

Now for the opportunities. Here are some of the opportunities that having a personal real estate insider in {your farm area} can have for you that you might not have thought of:

- Integrity: I will answer any real estate questions you have with full transparency and honesty.
- Access: I can access information on any property you're curious about, any time you need it.
- Accountability: Since we are personally connected, I have a financial and social obligation to work harder for you than any other agent in {your farm area}. But I don't want you to hire me just because we are personally connected. I plan to earn your business.

If you have a few minutes this week, I would love to buy you a cup of coffee at {local coffee shop} to talk about the market and how I can help you achieve your real estate goals this quarter, this year, and for many years to come.

Sincerely,

[Your name]

[Your cell phone number and email address]

[Your position/title]

[Your company name and website]



## 4. Expired Listing Farming Letter Template

Michael Krisa  
Agent Inner Circle

***Are You Fed-Up With All The Reasons Your Home Didn't Sell And Now  
Want Some Straight Answers?***

***You want to get on with life. You want to get your home sale behind you. But  
no one has stepped forward to make an offer.***

***"Why is this happening?" ...  
The REAL reasons may shock you!***

Dear Frustrated Homeowner...

Does it seem like your home will never sell?

Few people truly understand the frustrations you face trying to sell your home. Perhaps you're in between jobs and need to start renting. Or maybe you want to buy your next home, but you feel paralyzed because you need to sell this home first.

Maybe you've dropped your life savings into this home. And because of the lousy economy, or unscrupulous people, you're now trying to get your money out. The clock is ticking ... and with each tick, you lose more and more of your hard-earned money.

My name is <<Your Name>>, and I am a REALTOR® specializing in difficult-to-sell properties.

***In Over <<10>> Years Of Marketing "Hard-To-Sell" Properties, I've Learned A  
Few Things About Why YOUR Home Is NOT Selling ...***

Each home is different, and has special problems that make selling it difficult. That's why I created a special program for people like you. I call it my "Maximum Home Value Audit." It's FREE and there's absolutely No Obligation Whatsoever to work with me or any other agent.

My audit will show you...

- How to get the absolute highest price the \_\_\_\_\_market will pay for your home;
- The difference between Functional and Cosmetic issues with your home, and how easy-to-fix and inexpensive problems may be costing you thousands;
- How to “dress” your home to make it look like it’s worth thousands more (the way you live in a home, and the way you sell a home are TWO VERY DIFFERENT THINGS!)
- I’ll inspect your home and property from top to bottom to reveal true problems affecting its successful sale: from specific condition issues, through lot sighting, home sighting, and location. Then, I’ll tell you how to minimize the impact of negative issues, and promote positive features so you can get the very most money for your home ... and sell it NOW!

As you can see, because of my experience, my **Maximum Home Value Audit** is a much higher level of service than what you may have experienced before.

### ***Selling “Hard-To-Sell” Homes Is My Specialty!***

And unlike other agents who will tell you anything just to get your listing, I’ll show you EXACTLY what your home is worth with a reliable, real world analysis. No fancy figures. No hard sales pitches. Just the facts presented in a straightforward, easy-to-understand format for you.

**THERE’S MORE:** In the process of reviewing your home’s sale potential, I’ll also tell you how to get your property out to the most people possible through the internet.

### ***You Can Put An End To Your Frustrations ... Stop The Hemorrhaging Flow Of Your Equity Down The Drain, And Get-On With Your Life RIGHT NOW!***

*I know there’s a tendency to put this letter aside, or “think about it later.” But every minute you spend sitting on an unsold home is costing you money! And in today’s overcrowded market (with more listings than buyers) you need to know all the smart ways to advertise and show your home to get a fast, top dollar sale.*



Right now, you can take advantage of my FREE, No Obligation “**Maximum Home Value Audit**” by simply picking up your phone, and calling my Fast-Response Hotline at **222-2222**.

You have thousands of dollars and valuable time to gain ... and absolutely NOTHING to lose by calling now. I look forward to hearing from you!

Sincerely yours,

<<Elmer Escrow>>

**P.S.** Right now, you can end the frustrations of sitting on a home that simply won't sell! You can stop flushing money down the drain with each passing day and get on with your life, simply by taking advantage of my FREE, No Obligation “Maximum Home Value Audit.” So call my Fast-Response Hotline right now at **222-2222**, and say goodbye to your old home ... and hello to new freedom!

## 5. Pre-Foreclosure Home Prospecting Letter

National Association of Realtors

<Prospect name and address block>

Dear <name>,

As we emerge from the economic recession, many homeowners have still been left in challenging financial positions. Navigating the foreclosure process can prove stressful, and identifying alternatives to foreclosure is tricky.

My name is <name> and I am a real estate <agent, broker> with <firm name>. I specialize in working with home sellers who are underwater on their mortgage, or are facing foreclosure. For many home sellers, foreclosure is a dark time in life. Through my work, I provide a much needed beacon of hope for my clients to lift out of such a crisis.

A short sale is one alternative to foreclosure. In a short sale, the homeowner, real estate professional, and lender work together to form an agreement to sell a home at current market value; this agreed upon value is typically below the existing balance on the homeowner's mortgage. The property is able to transfer hands to a new owner, removing the overhead and risk from the lender's portfolio and relieving the existing homeowner of the burden of an underwater mortgage. The short sale process can prove challenging, stressful, and time consuming; it requires persistence and dedication. As a specialist in short sales and foreclosures, I am well-versed in the ins-and-outs of this process, and knowledgeable about the ways to move such transactions to completion. My work allows my clients to realize the freedom they desire from the unwanted weight of an underwater mortgage.

If you or someone you know is facing foreclosure, please do not hesitate to contact me. I would be happy to help during this challenging time.

Best Wishes,

<name>

RE license #

firm name

firm address

email, phone, and social media

## 6. FSBO Solicitation Prospecting letter

Bryant Tutas, Broker/Owner  
Tutas Towne Realty, Inc.

Greetings!

My name is xxxxxx and I am a REALTOR® with xxxxxxxx and I specialize in the listing and selling of homes in your area.

While out previewing homes in your neighborhood I noticed that you are marketing your house on your own. I'm sure you have a good reason for doing this and I respect your decision. If you would like some information to help you with pricing, I would be happy to drop off a "neighborhood analysis" for you. This analysis will give you a good idea of what's currently on the market and what has recently sold in your area. If this interest you, then give me a call and I will get one over to you.

Selling real estate can be very confusing and complex. I have good connections with Mortgage Brokers and Title Companies that can help you through this process. If you do find an interested buyer, give me a call, and I'll connect you with the right people.

I also have an excellent "For Sale by Owner Help Kit" which offers tools and advice on selling your home. I'll forward some of this kit to you over the next few weeks. I think you will find the information very helpful. In the meantime, go check out my for Sale by Owner website at xxxxxxxx.

If I can be of any assistance give me a call me on my direct line at (502) xxx-xxxx or via email at xxx@xxxx.com. You can reach me anytime between xxxx and xxxx. If you get a voice message leave me a message and I will call you right back. I promise.

Make it a great day!

Your future REALTOR®,

<name>

## 7. Buyer's Prospecting Letter

Ray Wood, Real Estate Agency Consultant, Co-Founder  
Jigglar

A letter to property owners in (where buyer is looking)

Hello.

My name is (buyer's first AND last name) and I'm looking to buy a property in your area.

We are particularly interested in your location because it's not too far from the school our two children attend and is also a short commute for my wife to her place of work.

We are particularly interested in a family home with at least one garage. We would consider a fully renovated home or a property that needs updating and can make an immediate decision.

To help us with our purchase we have secured the help of local agent, (your name).

(Your name) has our details and has given us his/her undertaking he/she will respond quickly to your message. You can contact him/her on (your mobile number).

By the way, if you're not planning to sell anytime soon, but know someone who is, we would love to know more.

Many thanks for taking the time to read my message.

Kind regards,

(Buyer's first and last name)

PS: I can assure you, this is a very genuine and immediate request. We have been looking to buy a home in your area for some time and are ready to pay a deposit, which is why we have retained (your name) to help. (Your name) has promised to respond quickly to your message and you can contact him/her on (your mobile number)

## 8. Expired Listing Letter for Luxury Markets

LUXVT's  
Upmarket Agent

Dear <SELLER'S NAME>,

I'm sorry to see that your home at <ADDRESS> failed to sell when you listed it recently. I realize this must be a frustrating experience for you, and I wanted to offer a solution that can bring you better results. I believe my Luxury Home Marketing Program can generate more exposure and more excitement for your home than any other agent could achieve for you, leading to a top-dollar sale of your home. Please take a moment to review the five questions on the next page, and compare my program to any others you may be considering. It may mean a major difference in the results you get!

Sincerely,  
YOUR NAME  
YOUR COMPANY  
YOUR PHONE  
YOUR EMAIL

### Marketing Difference

- Has your home been advertised in national Luxury media?  
**My Solution:** Reach affluent buyers via exposure in The New York Times, Wall Street Journal, Robb Report, duPont Registry and Mansions Global.
- Has your home been exposed to International markets?  
**My Solution:** Showcase your home with over 60 international ads in key investor markets throughout Asia, Europe, South America, and more.
- Have you used Big Data to target likely buyers directly online?  
**My Solution:** Target the right buyers based on location, interests, income and lifestyle with paid Social Media advertising.
- Has your home been showcased with own dedicated, mobile responsive website, and video?  
**My Solution:** I'll increase your mobile and web presence with your own responsive website and high-quality YouTube video.

- Have you had detailed reporting at your fingertips?

**My Solution:** I'll be able to track the activity of all our marketing efforts, including where we are getting the most views. This will help us to gauge the success of our efforts and allow us to tweak campaigns if necessary.

For a detailed Marketing Strategy tailored to your home,  
please call me at INSERT YOUR PHONE  
or email INSERT YOUR EMAIL.



## 9. Listing Solicitation—Out of Town Owner

Lone Star Luxury Homes

Date \_\_\_\_\_

Address \_\_\_\_\_

Dear \_\_\_\_\_:

As you undoubtedly know, owning property that is located far away from you can be challenging. Problems tend to become magnified by distance and often lead to anxiety and frustration.

[1. Right now, we are experiencing an exceptional market. 2. Despite current market conditions, we are selling property.] I believe that we can sell your [three-bedroom home] in [Midvale Heights] at an attractive price. In fact, we would be happy to prepare, without obligation to you, a comparative market analysis to show you what you might expect to receive from a sale in the present market.

[1. I will be calling you in the next few days to ascertain your interest in selling your property. 2. Call me at [800-555-1111] if you would like more information about what we can do for you.]

Yours truly,

\_\_\_\_\_

P.S. If you have already listed your home for sale with another agent, please disregard this letter.

Enclosure: Card

# 10. Corporate Relocation Specialist Referral Letter Template

Sutton Realty

<Prospect name and address block>

Dear <name>,

Thank you for supporting the local economy in <city/town/county> with your business.

My name is <name> and I am a real estate <agent, broker> with <firm name>. I specialize in helping businesses with corporate relocation. My work has allowed me to help <dozens or many> of businesses successfully relocate employees into affordable housing, near <good public transit OR in walking neighborhoods OR with good schools and neighborhood amenities, and so on>.

I would be delighted to speak with you to discuss the current housing market in <city, state> and learn about your corporate relations needs. I hope to hear from you soon. <OR: I will follow up with a phone call to schedule a meeting next week>.

<Contact block with name

RE license #

firm name

firm address

email, phone, and social media>

# 11. Low Inventory Alert: Sellers, Your Real Estate Market Has Arrived Letter

Carolyn Lowe  
Consultant for Real Estate

After a very long and complicated decline in the nationwide real estate market, I'm happy to confirm that our area is experiencing a healthy bounce back. In fact, favored neighborhoods are now considered to be a "seller's market" and inventory is low. Your property is in a prime area to take advantage of the large numbers of buyers currently competing to purchase a home.

There are several reasons to consider selling in this market. First, the convenience of a quick sale always makes the process less burdensome. Equally appealing, buyers are seriously looking to purchase and they come prequalified for financing. Buyers are also more flexible about a closing date to accommodate the seller's preferred timing. Of course, a well-priced property can generate multiple offers that will typically net the highest price for the seller. Perhaps this favorable real estate market fits your plans.

I follow [your neighborhood] real estate sales history closely. I'd like to offer you an opportunity to review the comparable sales data, which will give us a target price for your property. This preliminary step is typically most helpful in the decision-making process about selling. I'd be happy to confidentially meet with you to discuss the data and answer your questions. If you decide to sell, we can meet again to discuss specifics. I think you will be impressed with my marketing plan.

Thank you for taking the time to consider this letter. It's always a pleasure to report good news to homeowners. I look forward to hearing from you. I can be reached on my cell at [xxx-xxx-xxxx] or by email at [agent email].

Sincerely:

[agent name]  
[agent brokerage]

## 12. Expired Listing Prospecting Letter

Myrealestateletters.com

Dear [NAME],

I noticed that you have previously placed your home on the market and that your listing expired without a successful sale. I would like to take a moment to introduce myself, as I would very much like to see that turned around for you.

As a [REALTOR®/AGENT/BROKER], I am very familiar with your area. I have completed many successful sales in the vicinity of your home and feel certain that I can help you accomplish your goals regarding the sale of your property.

Of course, we all know that a successful sale requires a successful plan. I have a well-established base in your area and am prepared to sit down with you and share some things your previous agent may have missed.

Selling your home is one of the most important financial decisions you can make. Normally, one's home is their most valuable asset. There are key ingredients in devising a marketing strategy that will help ensure that you receive the full financial potential available to you through the sale of your home. In addition, that same well-planned strategy can minimize the amount of time your home is on the market. The first key ingredient is to select the right [REALTOR®/AGENT/BROKER].

I would love to have the opportunity to sit down with you to present a marketing plan that I know will produce great results for you. Please contact me on my cellphone at [PHONE]. Having viewed your previous listing and your property, I am certain that you will be satisfied with the outcome of our meeting.

Sincerely,

[NAME]

[TITLE]

## 13. Open House Follow-up Prospecting Letter

National Association of Realtors

<Client name and address block>

Hello <first name>,

It was a pleasure to meet you [and your family] today at the open house at [address].

Please feel free to contact me if you have any additional questions, or to set up a private showing. If you decide that this home does not meet your needs, I would also be happy to show you additional listings. I have worked as a REALTOR® in this area for [X months/years], and know this community well. I would love the opportunity to find the right home for you.

Thank you for your time and consideration.

Regards,

<first name>

<Contact block with name

RE license #

firm name

firm address

email, phone, and social media>

## 14. FRBO Prospecting Letter

Emile L'Eplattenier, Managing Editor  
The Close

*<Landlord's name and title>*

*Hi <Landlord's name>,*

*I just came across your rental listing at <address of FRBO> and wanted to let you know that you could very easily double or triple your investment tomorrow by putting your property on the market.*

*In fact, my research shows that <type of property> homes like yours have gone up more than <percentage> in the last five years, but trends are indicating a slowdown on the horizon due to new development and new regulations that will kill investment values.*

*If you have a few minutes for a coffee sometime this week, I'd love to show you my research in detail. You might be surprised at what your multifamily home is worth in today's market.*

*My cell is below. Please call me if you'd like to talk more.*

*Best regards,*

*<Your name>*

*<Your title>*

*<Your cell#>*

*<Your social media and website links>*



## 15. Local Business Prospecting Letter

Emile L'Eplattenier, Managing Editor  
The Close

*Hey <business owner's name>, I just wanted to let you know that my team and I are thoroughly impressed with the way your company has grown and become such an important fixture in <your community>. Congrats, building a brand that people actually care about isn't easy.*

*That's why I'm reaching out today. Our brand, <your team name>, has been working on creating engaging experiences for prospective homeowners at our open houses. We are averaging 50 people per open house, all of them interested in buying a home in <your community>.*

*We think adding your services would be an excellent way to welcome our open house guests as well as give you an opportunity to show off your <product they sell>.*

*What day this week works for a quick call or better yet, a coffee meeting at <local coffee house>?*

*Best regards,*

*<Your name>*

*<Your title>*

*<Your cell#>*

*<Your social media and website links>*

## 16. Probate Prospecting Letter

Travis Lauchman

Rental Property Investor from Baltimore, Maryland

[DATE]

[Name]

[Address]

[City, State ZIP]

Dear Mr./Mrs./Ms. [Last Name],

*Please accept our sincerest condolences for the passing of [Decedent's Name]. We wish you and your family stress-free peace in these difficult times.*

*We are contacting you because we understand that arrangements regarding the home at [Decedent's Address] will eventually need to be made. As such, and when you are ready, it would be our pleasure to assist you with making these arrangements should the need arise.*

*[Company Name] is a small group of local property developers with a great deal of hometown pride. We have recently purchased a few homes in the [Decedent's Neighborhood] neighborhood for cash. Unlike listing a property with a Realtor, which regularly takes months to sell, requires stacks of tedious paperwork, and accumulates Realtor commission fees, we can make a fair "as-is" cash offer and frequently settle in as little as one week.*

*If you are interested in a hassle-free offer, please give me a call at [phone] or email me at [email]. Additionally, if you do decide to market this home with a realtor, we can offer you a list of those we consider the most professional realtors in the area. Should you have any questions or be in need of any other assistance regarding this property, we will do our utmost to help or refer you to a reputable member of our strong local network.*

*Thank you in advance for your time.*

*Sincerely,*

[Name]

[Position/Title]

[Company Name]

# 17. Experienced Agent Divorce Prospecting Letter

Sean Moudry, Real Estate Coach  
Close Contributor

Dear \_\_\_\_\_,

Let's face it. Buying or selling a home in {your local market} is hard. Add in the stress and confusion of a divorce, and it becomes 10 times harder. Hire a real estate agent who has never worked a divorce before, and it becomes 20 times harder. The good news is that it doesn't have to be.

Throughout my {years in the industry} working as an agent in {your farm area}, I have helped dozens of clients smoothly navigate the tricky process of buying or selling a home after a divorce. Many of them have said that after their families, friends, and attorneys, they valued my help most of all. I've included {number} testimonials from former clients at the end of this letter.

My [years in real estate] of experience can help de-stress buying or selling after a divorce.

Here are a few things I've learned over the years to help make real estate transactions after a divorce close with as little stress as possible:

- **Experience matters:** New agents are often too hungry to close a deal to guide you through the process smoothly. They usually end up adding stress when they should be helping to reduce it. With [number of years in real estate], I have the experience you need.
- **Integrity matters:** Since you likely need to buy or sell quickly, many agents will rush you through the process—again, adding stress when they should be helping to reduce it.
- **Skills > Empathy:** While many agents offer empathy, I offer something far more valuable: the marketing, sales, and negotiation skills to de-stress your transaction as much as humanly possible.

If you would like to talk over your options for buying and selling real estate or just need some quick advice, you can text me 24/7 at {your cell phone number}.

Sincerely,

{Your name and title}

{Your cell phone number}

{Your website}

Testimonials

{include testimonials from former divorce clients here}