Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

I know you have been thinking of changing your home for a long time now. I think this is the perfect time for this change. There are a number of reasons because of which I am recommending you this idea. Few of the reasons are mentioned below:

* There has been an increase in the house pricing by [percent] over the last five years.
* The average home selling in your neighborhood is [number] in [number of days].
* The average price for these homes on sale is [number].

I have been in this profession of real estate for [number] of years now. I had established my office in this in [year] and have been selling and buying property since then. I am very confident that together we can sell your home for the maximum price possible so that you can benefit from it. If you find yourself interested in the deal, then let me know. Kindly click on the link attached to go to my private calendar and schedule a meeting for yourself: [link to the meeting tool]

Regards,  
Your name