Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

I am writing you this letter because you once told me of your desire of selling your current home and find a new one in [name] society. There is no ambiguity in this that the [name] society is newly built and has all the facilities available. Moreover, it is in the heart of the main city. I think this is the best time for buying yourself a dream house. Following are some of the reasons due to which I am recommending you this idea:

* A rise by [percent] in the house pricing has been observed over the past five years.
* There are approximately [number] of homes that are being sold in [number] of days.
* The average price for these homes on sale is approximately [number]

If you find this idea interesting and would like to know further details about it let me know. I have been in this profession for a very long time and thus, I have this confidence that we together can sell your current house for a good fortune. Kindly click on the link attached to go to my private calendar and schedule a meeting for yourself:

Regards,  
Your name