Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

I am positive that during your search for a new home you would be seeing a few options that you might feel interested in. I want you to know that just in case if you have a change of heart regarding your house specifications you can easily update your preferences. It will assist you by showing you the results that best match your criteria. Moreover, if you would like yourself to be removed from the e-Alerts kindly reply to this email and I can do that for you!

Regards,  
Your name