Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

I hope that your search for a new home is going well. Although I am sure that while browsing for a new house you would stumble upon quite a few options that would be of your interest. It has been observed that when you see a number of options you change your preferences, but the website keeps on showing you the results that match your previously selected criteria. I would suggest you update your preferences any time you desire to get the best results.

Moreover, if you would like to remove yourself from receiving the e-alerts kindly reply to this email and I can do that for you.

Regards,  
Your name