Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

Hope your search for new home is going well. I am quite positive that while searching for a new house on the website you would have liked quite a few options. The website is designed to give you the results according to your selected preferences thus, if you ever thought of changing your mind and want to look for a house with different characteristics there is nothing to worry about. All you would have to do is update your preferences.

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