**For-Sale-by-Owner Prospecting Letter Template**

<Prospect name and address block>

Dear <name>,

Recently I noticed a for-sale-by-owner sign in front of your home and so I wanted to share some local market information with you to help you in your sales endeavor. During the timeframe of <month, years> to <month, year>, the <median, mean, or mode> home sales price for <two-bedroom> homes in your area was <$> and <three-bedroom> homes was <$>.

My recent sales of homes in your area include:

<insert: two-bedroom, listed for xx months sold for $>

As you may know, in <2017>, agent-assisted home sales on average yielded an additional $60,000\* more than homes sold as for-sale-by-owner. Should you find that your home is not garnering the offers and exposure you desire, please consider contacting me. I specialize in home buying and selling in your neighborhood and I would be thrilled to work with you.

I hope this information on the current housing market is helpful, but please do not hesitate to contact me for more details or assistance in marketing or listing your home.

<Contact block with name

RE license #

firm name

firm address

email, phone, and social media>

\*Source: National Association of REALTORS® Profile of Home Buyers and Sellers 2017

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