**Convert Renters to Buyers Template**

<name and address block>

Hello <first name>,

Are you interested in owning your own home, building equity, and taking advantage of tax benefits? Research[[1]](#footnote-1) has shown that homeownership has a positive impact on children’s education, community involvement, health, and happiness. Call or text me at [contact number] for a free no-obligation [rent vs. own comparison, local listings, local market information, etc.]. I have [number of years] experience working with first-time homebuyers in [name of town] and can answer any questions you might have about the home buying process.

Best Wishes,

<first name>

<Contact block with name

RE license #

firm name

firm address

Disclaimer: This document is provided as a sample and does not constitute legal advice. Members should modify this document to address their specific needs and verify all information provided to ensure its accuracy and compliance with applicable law.

1. National Association of REALTORS®. (2012). *Social benefits of homeownership and stable housing.* Retrieved from https://www.nar.realtor/research-and-statistics/research-reports/social-benefits-of-homeownership-and-stable-housing [↑](#footnote-ref-1)