

Template Directions: Send one of the templates below to homeowners with vacant homes. Simply fill in your own information in the email signature, and put the person's name where it says HOMEOWNER.

Subject Lines:

Are you looking to sell your vacant home?
It's a shame your home is sitting empty...
Have you been told your home was "overpriced?"
What would it take to sell your home?
I know exactly how to sell your home
Still thinking of selling your home?

Body Text:

HOMEOWNER,

I have helped **dozens of homeowners** sell their vacant homes — *and for more money than they initially thought.*

Just because a home didn't sell in the past, doesn't mean it can't be sold. I've seen many homes fail to sell with one agent, only to quickly sell with another agent who took a different approach.

Would you consider selling your home if you could get the right price? If you answered "Yes," I'd love to sit down and talk with you about the plan I've come up with to sell your home for the same price — or even more — than you had it listed before.

I'm very familiar with your area and know I can sell your house just by getting the right buyers in the door.

Will you take a leap of faith with me?

Your Name

Your Real Estate Company

Phone: (333) 555-1212

Email: Name@Email.com