

Template Directions: Send this template to FSBO sellers after you've sent them your marketing materials. Simply fill in the person's name where it says HOMEOWNER, and fill in your own information in the email signature.

Subject Lines:

Are you sure you want to sell FSBO?

Selling FSBO is way harder than it looks...

Did you get what I sent you?

Is selling FSBO everything you thought it would be?

Body Text:

HOMEOWNER,

I recently sent you some my home-selling materials, and I was just wondering if you had a chance to look them over.

I've seen numerous FSBO homes fail to sell, and that's usually because the homeowners don't realize how much work actually goes into selling a home.

I want to help you be successful. What if I told you I could help you sell your home quickly for top dollar? 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