Option 1:

Hi BUYER! It's AGENT NAME from BROKERAGE. I recently sent you some information to look over about buying a home.

I'm very familiar with your area and know I can help you find the perfect home for whatever your needs might be. Give me a call so we can talk about exactly what you're looking for.

My number is XXX-XXX-XXXX. I look forward to hearing from you!

Option 2:

Hi BUYER! It's AGENT NAME from BROKERAGE. I heard you may be interested in buying a home, and I wanted to offer to meet with you to discuss exactly what you're looking for.

My number is XXX-XXX-XXXX. I look forward to hearing from you!