

Generic Version

Subject Line: Where are all the foreclosures?

If you're waiting for foreclosures, I've got bad news –

We are nowhere close to what we saw in '08, when 11 million homes fell below their mortgage balance.

Home prices would have to fall between 40 percent and 45 percent from their peak for that to happen. (Source: The Wall Street Journal)

But it's not all bad news –

There are currently [Insert #] price reductions in [Insert Area].

There are still great deals to be found.

If you want more info on any of these homes, reply to this email. I'd love to help.

[agent]

Specific Version

Subject Line: Where are all the foreclosures?

If you're waiting for foreclosures, I've got bad news –

We are nowhere close to what we saw in '08, when 11 million homes fell below their mortgage balance.

Home prices would have to fall between 40 percent and 45 percent from their peak for that to happen. (Source: The Wall Street Journal)

But it's not all bad news –

[There are currently 198 price reductions in Montgomery County.](#)

[Like this home in Silver Spring that dropped by \\$39K.](#)

[And this home in North Potomac that dropped by \\$93K.](#)

If you want more info on any of these homes, reply to this email. I'd love to help.

[agent]