Date  
  
  
  
Name  
Address  
City, State, Zip  
  
Dear [NAME],

You recently inquired about one of my listings, and your timing in buying a home couldn't be better. After many years of steadily increasing property values, home prices have finally come back down to earth. Moreover, interest rates are low and there is an abundance of inventory with highly motivated sellers. In other words, this is the best time in recent history to purchase a home!

As an experienced [REALTOR®/AGENT/BROKER] with firm roots in this area, I am confident I can help you find your ideal home at a price that won't make you want to pull your hair out. Let me provide you with the inside scoop on [NAME OF CITY OR COUNTY] real estate.

For instance, did you know that some of the most attractive properties are sold before they are even advertised? It's true. Not only do I have access to every home in our MLS, but I often become aware of properties before they are officially placed on the market. I promise I will leave no stone unturned to help you locate your dream home and make the experience an enjoyable one.

But don't wait too long. Our local real estate market is already starting to show signs of recovery, so who knows how much longer the great deals will last? I believe that in years to come we'll look back at this time as an optimal home buying opportunity.

Contact me at your earliest convenience, and let's get together to discuss what I can do to be of service to you. You can reach me by phone at [PHONE] or by email at [EMAIL]. I also have a Web site at [WEB ADDRESS] that you may wish to visit to learn more about the results-oriented real estate services I provide to home buyers.

I look forward to hearing from you soon.

Sincerely,

[NAME]

[TITLE]