Date

Name
Address
City, State, Zip

Dear [NAME],

How are you doing? I hope life has been treating you well. There have been some new developments since the last time we spoke, and I wanted to give you a heads up on one I thought you'd find especially noteworthy.

Remember the property you visited at [PROPERTY ADDRESS]? Well, the listing price has just been reduced to [NEW PRICE]! If you'd like, I'd be happy to arrange another viewing.

Thanks again for allowing me to assist you with your real estate needs. Please see the enclosed flyer for more details on the property, or visit my Web site at www.EntourageRealtors.com. Please call me at [PHONE] if you have any questions, or to make an appointment for another showing.

I look forward to hearing from you soon.

Sincerely,

[NAME]

[TITLE]