**Direct Mail Example 1:**

Dear “Last Name” Family,

I wanted to introduce myself as a resource in your neighborhood. I’ve been a real estate agent here in XX for XXX years and worked with many of your neighbors to help them buy, sell, rent homes - or even just to help them decide what to do.

In this period of increasing rates and rising inflation, the real estate market is in a time of flux. There are a lot of things to consider if you’re thinking of making any home buying or selling decision.

I simply want to let you know that I’m a resource for you should you ever want to simply discuss your options or even just to get a sense for what your house is worth. Below is a QR code ( or “my contact information) in case you want to easily add me to your contacts.

All the best,

XXX

Photo, contact info or QR code

**Direct Mail Example 2:**

Dear “Last Name” Family,

My client just missed out on buying a home here in “XXX City” and I am trying to find an alternative solution for them.

My clients want to live in “XXX neighborhood and I think your home on “insert address” may be a good fit based on location, size, and their needs.

With interest rates climbing there is more urgency for them. Please let me know if you would entertain a conversation. Feel free to text or call me at XXX-XXX-XXXX.

Sincerely,

XXX

**Phone Script Example 1:**

Agent: “Hey this is [your name] with [your brokerage]. I’m just making some quick calls through your neighborhood. I’m sure you’re aware how hot the market is, and right now we’re struggling to help homebuyers find good properties. So I’m curious, have you thought about making a move in the next 12 months and selling your home?…”

If prospect says “No”:

“…Hey, I really appreciate your time. We send out a monthly real estate market report ( or magazine) to keep you current on what’s happening with real estate sales and trends in your market. Your neighbors love it, would you like me to include you on that list?”

**Phone Script Example 2:**

Hi XXX – My name is XXX and I am a local real estate agent with XXX brokerage here in XXX city. My client recently missed out on an opportunity to purchase a home on XYZ street. I am reaching out to the neighborhood to ask if you’ve given any consideration to selling your home. If you are interested, I may have an interested buyer.”