

To the For Sale By Owner – Simply modify this letter and send it to the MOVE UP list we provided. There is a fair probability that “your buyer” is on that list. (In some cases, you can also reach out to the MOVE DOWN list). Zillow has its limitations. Stay the course and be proactive.

Dear Potential Home Buyer,

I noticed that your property is on the market. Mine is as well.

REASON FOR CONTACTING YOU

If you have not already selected a future home, I want to make you aware that my home is on the market. Most buyers are looking for more housing choices, and I hope we can be added to your list.

Zillow has By Owner properties that may be a match for you.

MY PROPERTY

I am selling my property For Sale By-Owner and we have posted information on the Zillow.com site. While it is very helpful, that site requires a homebuyer to enter a specific address if the property is not listed with an agent. In a way, some of the best properties are hidden.

IF THE PROPERTY IS A MATCH FOR YOU

We have the “closed sales data” to show you how the price was established. We can supply you with a sale contract. We have selected a title company (or you can select your own).

We have the resources and documentation for you to purchase this property if indeed it is a great match for you.

We hope you find your dream home. It may be ours!

If you would like to view the property in person after you viewed our photos online, please contact me at xxx-xxx-xxxx.