

Vacant Property Prospecting

Overview:

Use this letter to prospect potential sellers who may be holding onto a vacant property. Once the property owner has been identified, attempt to make contact with this letter. It may also be useful to write this letter and post it in a handwritten envelope on the front door of the vacant property. (Remember to obey all local laws and regulations regarding property access and posting of bills, etc.)

Your notes (when you used it, how you used it, modifications, etc.):

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Dear **[MR./MS./LAST NAME]**,

While keeping up with properties in the area, I happened to notice your home at **[VACANT HOME ADDRESS]** appears to be vacant. If my research is wrong, I apologize — but if, in fact, the home is vacant, I'm curious: Would consider listing the property?

I'm a real estate professional with **[OFFICE NAME]** in **[CITY/TOWN]**. I have a very successful track record helping home owners prepare their homes for sale and pricing them right. It would be my pleasure to speak with you about the possibility of helping you get the best possible return on your property.

Interest rates remain favorable and to be honest, there's a shortage of quality inventory available right now. I feel confident we could find a perfect buyer for your home.

If you're open to a conversation, please get in touch at your earliest convenience.

Respectfully,

[CLOSING / SIGNATURE / CONTACT INFORMATION]



Remember:

To customize this letter, use the file **letter-vacant-property-prospecting.doc** or **letter-vacant-property-prospecting.txt**

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