

## **SAMPLE “FAVORITE HOME CAMPAIGN”**

Dear FHC 8:

I know, I know, You’re not supposed to “judge a book by it’s cover,” but after all my experience in real estate, I’m willing to bet that your home is as beautiful on the inside as it is on the outside. You see, I’m in the market every day and I’ve seen a lot of homes. This includes homes with curb appeal and homes without.

If I’ve learned one thing from all of my looking, it’s this: first impressions mean a lot to the homebuyer. I mention this because your home has a lot of curb appeal. If you ever consider selling, please give me a call.

Name

Your REALTOR®<sup>1</sup>

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