***First Message Options:***

1. Hi HOMEOWNER! It’s AGENT NAME from BROKERAGE. I recently sent you some information to look over, and I was just wondering if you had a chance to read through it?
2. Hi HOMEOWNER! It’s AGENT NAME from BROKERAGE. I saw that your home was recently on the market, and I was wondering if you were still interested in selling?

***Follow-Up Message Options:***

1. Just because a home didn’t sell in the past doesn’t mean it can’t be sold. I’ve seen many homes fail to sell with one agent, only to quickly sell with another agent who took a different approach. I’d love to come by and show you how I can sell your home. When are you available?
2. I want to help you be successful. What if I told you I could help you sell your home quickly for more money than you initially thought? Just let me know a time that works for you, and I’ll come by and show you some of the plans I have to sell your house.
3. I’d love to sit down and talk with you about the plan I’ve come up with to sell your home for the same price — or even more — than you had it listed before. Just let me know a time that works for you.
4. I’m very familiar with your area, and I know I can sell your house just by getting the right buyers in the door. I would love to show you how I plan to do that. Just let me know a time that works for you.