***Option 1:***

Hi HOMEOWNER! It’s AGENT NAME from BROKERAGE. I recently sent you some information about selling your home, and I was just wondering if you had a chance to read through it.

I’m very familiar with your area, and I know I can sell your house just by getting the right buyers in the door.

My number is XXX-XXX-XXXX. I look forward to hearing from you!

***Option 2:***

Hi HOMEOWNER! It’s AGENT NAME from BROKERAGE. I heard that you may be interested in selling your home, so I just wanted to introduce myself and let you know I’d be happy to offer you a free market analysis to determine the value of your home.

My number is XXX-XXX-XXXX if you are interested. I look forward to hearing from you!