

Sample Direct Mail Letter

(Absentee Owners)

Today's date

Your Company Name
Your Mailing Address
Your City, State, Zip

Sellers Name
Seller's Address
Seller's City, State, Zip Code

Dear Mr & Mrs. Seller:

As an absentee owner, I'm sure you have experienced some of the many challenges of the landlord business. Vacancies, repairs, evictions, and rent collection just to name a few. Not to mention a double mortgage payment each and every month. Many times the rental business is a bigger hassle than it's worth. I see you paid 60,000 for the property in Jan '97. The property is worth more today but is obviously in need of repair also. It's a double-edged sword. I can help you move out of this situation and profit at the same time.

I am interested in purchasing your duplex located at 4709 Split Willow Dr. I am not a Realtor and I am only interested in dealing directly with you as the owner. If you are interested in selling your property, please contact me as soon as you are in receipt of this letter.

I am interested in the property "as is" with no seller repairs. There are several options for you as the seller. Please contact me so that I may discuss a list of options for the purchase of your home. Cash is one scenario that we may discuss. There are also other options, which may benefit you further financially and from a tax standpoint. I look forward to hearing from you soon.

Sincerely,

Your Name
Your Company Name
Your Phone Number
Your Fax
Your Email
Your Website

(Make sure that you give every available option that you have to be reached.)