Good Afternoon {Insert Name},

My name is \_\_\_\_\_\_\_\_\_\_\_\_ with Berkshire Hathaway HomeServices Florida Properties Group. I noticed that your property is no longer listed for sale through the MLS. Is selling your property still your goal or would you be open to an alternative solution?

I work with the Residential Asset Management Division here at Florida Properties Group and we have excellent leasing and property management services!

I understand it is disappointing and sometimes frustrating when a property doesn’t sell, but perhaps your silver lining could be leasing your property. By holding off selling and renting instead, you could watch your equity grow as you reap the benefits of monthly rental income. If this is a solution you might consider, I would be happy to explain the benefits of turning your home into a true investment. Could we arrange a short visit or quick phone call to go over our program?

Sincerely

Name

Address

City, state zip