

COLD PITCH

[Insert Client Name]

[Insert Client Address Block]

[Insert Date]

[Name],

My name is [insert your name], and I am an experienced residential REO [agent or broker] focused on expert distressed asset disposition in the [your location] area.

I am fully vetted—license, E&O, and background check—through the Federation of REO Certified Experts (FORCE), a national network of certified and qualified real estate professionals.

My services offered include:

[insert services offered]

My areas served include:

[insert areas served]

Do you have any needs not being met in [X county/counties]? Please contact me anytime regarding your real estate needs, and I look forward to working with you.

Thank you,

[Insert Signature]

[Insert Name]

[Insert Company]

[Insert Contact Info]