

Letter to Sellers - Buyer Introduction

A personal letter template to send with your offer - help the seller picture you in their home.

A short personal letter alongside your offer can set you apart in a multi-offer situation. Copy the template below, complete the bracketed details in your own words, and attach a photo of yourselves.

THE TEMPLATE

Dear [Property Seller's Name(s)],

Introduction

My name is [Your Full Name], and together with [Names of Other Purchasers, if any], we are very interested in purchasing your property at [Property Address]. We felt compelled to write this personal letter to share a bit about ourselves and our aspirations for the property.

Who we are

We are [Brief Description of the Purchasers, e.g., "a young family returning to New Zealand after several years abroad" or "a newlywed couple looking to settle down in our first home"]. We have been searching for a place that feels right for us, and your property has captured our hearts.

What we love about your home and the community

What drew us to your property is [Specific Features of the Property, e.g., "its beautiful architecture, the spacious backyard which is perfect for our children, or the cozy living room where we can envision many family gatherings"].

We strongly believe in finding the right community. We like [insert location] because of [Specific Aspects of the Community, e.g., "its close-knit community vibe, the local parks, or the nearby schools"].

How we see our future at your home

We see [Property Address] not just as a house, but as a home where [Your Future Plans, e.g., "we plan to start our family, host gatherings with loved ones, or plant a lush garden"]. We are excited about the potential to [Specific Aspirations, e.g., "renovate the kitchen to make it our own, introduce sustainable features, or support local community events"].



Thank you for considering our offer

We genuinely believe that your property aligns with our dreams and aspirations. We hope that you consider our offer, not just as a transaction, but as the passing of a cherished home to individuals who will value and care for it as much as you have.

Thank you for taking the time to read our letter. We look forward to the possibility of making many cherished memories at [Property Address] and if you should ever wish to come back and see what we have done, you will always be very welcome.

Warm regards,

[Your Full Name]

[Contact Information, e.g., Phone Number and Email Address]

Remember to attach a photo of yourselves - it makes the letter personal and memorable.

TL;DR — Key Takeaways

- Complete every bracketed detail in your own words - genuine beats polished.
- Keep it to one page and attach a photo of yourselves.
- Send the letter with your offer so the seller reads them together.
- Be specific about what you love - generic letters get skimmed.

