

STREETS AHEAD DATA

Sale Agreed Letter Template

A ready-to-use letter for homeowners whose sale has just been agreed, plus a one-page leaflet guide and a checklist to personalise it properly.

How to Use This Template

This letter is a starting point, not a finished piece. What matters isn't whether a letter goes out by hand or through automated sending. It's whether it still reads as genuinely specific to that homeowner and honest about who you are. The template is built to work either way, as long as the personalisation fields are filled in properly.

Before you send anything

- Fill in every bracketed placeholder. A letter with [Company Name] left in is worse than not sending one at all.
- Keep only the benefit points that are true for you, and delete the rest.
- Fill in the "Local Moving Knowledge" box with a figure you can back up, such as how many moves you've done in their area. If you don't have one, leave the box out rather than guess.
- Only claim what you can prove. Ratings, accreditations, insurance and discounts must be accurate, and any offer should state its terms.
- Don't assume the move is certain or the date is set. A sale agreed can still fall through, and the date is often not fixed until exchange.
- Speed is an advantage. With data updated daily, you can write soon after a sale is agreed, while the homeowner is still planning their move.
- If you plan to send a leaflet as well, use the leaflet guide that follows the letter.
- Plan a follow-up. A single letter may not be enough, so plan a call, a visit if you work locally, or a second contact.

What Streets Ahead Data adds

Streets Ahead Data shows you homes that have just been marked sale agreed, updated daily by postcode or area, so you know who to write to while they are still planning their move. Starting a free trial also gives you a basic leaflet design in the mailing system, if you don't have your own.

[Date]

Dear Homeowner,

Congratulations on agreeing the sale of your home.

We noticed your home has recently gone under offer, and wanted to introduce ourselves. Moving is a big job on top of everything else you are organising, and we would like to take some of it off your hands.

LOCAL MOVING KNOWLEDGE

We have helped **[N]** households move in **[Postcode / Area]** **[this year / since we started]**.

We are a local **[independent / family-run]** removals company, **[fully insured]** **[and accredited by [accreditation]]**.

- **Packing:** [We can pack your whole home for you if you would rather not.]
- **Care:** [We use professional protection for furniture and fragile items.]
- **Local knowledge:** [We know [Area] well and plan every move carefully.]
- **Clearing out:** [We are licensed waste carriers and can take away items you no longer need.]

Whatever date your move ends up being, we offer a free, no-obligation **[home survey / fixed-price quote]**. **[Optional: Mention this letter and receive [offer]. Terms: [terms].]**

To request a quote, call **[Name]** on **[Phone]**, visit **[Website]** **[or scan the code below]**.

Warm regards,

[Agent Name]

[Job Title], [Company Name]

P.S. Sales don't always go to plan. If your move changes, keep this letter and we'll be happy to help whenever it goes ahead.

What Makes a Good Leaflet

A leaflet has only a few seconds to be noticed, so it needs to be simple. Use this page as a checklist, whether you design your own or use the basic leaflet in the mailing system.

The front: what they see first

- **A headline that speaks to their situation.** Congratulating them on their sale is a natural opening.
- **One clear message.** Who you are and what you offer, in a line or two.
- **A real photo.** Your own vehicles or team feel more personal than a stock image.
- **One call to action.** For example “Get your free quote”, with a single way to do it.

The back: the detail

- **Three to five benefits.** A short list, and only the ones that are true for you.
- **Your offer, if you have one.** State the terms clearly.
- **Contact details.** Phone number, website and the area you cover.
- **A QR code to your quote page.** It saves them typing a web address.
- **Accreditations you are entitled to display.** Only use logos you are allowed to use.

Before it goes to print

- **Check every claim.** Ratings, “top rated”, accreditations and discounts need to be accurate and provable.
- **Proofread everything.** A typo on a printed leaflet is there for good. Ask someone else to read it too.
- **Test the QR code and the phone number.** Scan the code on a phone before you print.
- **Keep it uncluttered.** If everything is shouting, nothing gets noticed.

Don't have a leaflet?

Starting a free trial of Streets Ahead Data gives you a basic leaflet design in the mailing system, if you don't have your own.

Personalisation Checklist

Run through this before any letter goes out. The more of these are genuinely true, the better the letter will read.

- ☐ Company name, contact details and your name are filled in
- ☐ The Local Moving Knowledge box has a figure you can back up, or has been left out
- ☐ Every claim (rating, accreditation, insurance, offer) is true and provable
- ☐ Any offer states its terms clearly
- ☐ Nothing assumes the move is certain or the date is set
- ☐ One clear next step (a phone call, a web page or a QR code)
- ☐ Signed by a named, real person, not "The Team"
- ☐ If you're also sending a leaflet, it has been proofread and its phone number, website and QR code have been checked
- ☐ You have a follow-up planned if there's no response first time

Where the Data Comes From

Streets Ahead Data shows you homes that have just been marked sale agreed, updated daily by postcode or area, so you know who to write to while they are still planning their move.

Start a free 2-week trial, no card required, and get a basic leaflet design in the mailing system if you don't have your own.

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