Subject Line: Guess what I'm doing this weekend?

Hi (Name),

This weekend we will be hosting an open home on (**Date and Time**). The property is listed at (**Address**). It is in GREAT condition and has (**Number of bedrooms and baths**) listed at (**Listing Price**). So if you are in the neighborhood, stop by. I would love to see you.

If you know someone who's looking for (describe the property), feel free to forward this along to them. Make sure you click the link below for more information.

I hope to see you soon!

Your Name

>> LINK TO MLS LISTING <<