

[Your Name]
[Your Real Estate Agency]
[Phone Number]
[Email Address]
[Website/Social Media]

[Date]

[Prospect Name]
[Property Address]
[City, State, Zip Code]

Dear [Prospect Last Name],

I am writing to you because I recently [mention a specific trigger: sold a home in your neighborhood / noticed your property / have a buyer interested in this area]. As a specialist in the [Neighborhood Name] market, I closely monitor property values and local trends.

Currently, demand for homes like yours is [high/increasing]. Many homeowners in your area are surprised to learn how much their equity has grown over the last [number] years. Even if you aren't planning to move immediately, knowing your home's current market value is an essential part of financial planning.

I would be happy to provide you with a complimentary, no-obligation Comparative Market Analysis (CMA) for your property. This report will show you exactly what similar homes have sold for recently and what your home could command in today's market.

Are you available for a brief 5-minute phone call on [Day of the week] to discuss the local market activity?

Best regards,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]