

[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip]

Dear [Homeowner Name],

I am writing to you because I have noticed the significant appreciation in property values in [Neighborhood Name] over the last few years. As a homeowner on [Street Name], you are likely sitting on a substantial amount of equity.

Many of your neighbors have recently reached out to me with a similar thought: their current home has more space than they currently need, and they are interested in trading that extra square footage for a more manageable lifestyle and a significant cash profit.

If you have been considering downsizing to a smaller home, a condo, or perhaps moving closer to family, now is an ideal time to capitalize on your investment. My team specializes in helping homeowners transition from large family estates to "right-sized" homes while keeping the process stress-free.

I would love to provide you with a complimentary, no-obligation valuation of your home so you can see exactly how much equity you have available for your next chapter.

Are you available for a brief 15-minute conversation this week? You can reach me directly at [Your Phone Number].

Sincerely,

[Your Signature]

[Your Name]
[License Number, if applicable]