

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

[Date]

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

Dear [Homeowner Name],

Is your current home starting to feel a little too small?

I am writing to you because I specialize in helping families in [Neighborhood Name] transition into homes that truly fit their growing needs. Whether you need an extra bedroom for a new family member, a dedicated home office, or a larger backyard for the kids to play in, I can help you find that "room to grow."

The real estate market in our area is currently very active. You might be surprised to learn how much equity you have built in your current property, which could make upgrading to a larger home much easier than you think.

I offer a complimentary "Home Equity and Expansion" consultation where we can discuss:

- The current market value of your home.
- Your specific needs for more space.
- A customized plan to sell your current house while buying your next one.

There is no obligation-just a friendly conversation about your future goals. If you have been thinking about more square footage, please give me a call at [Your Phone Number] or reply to this letter via email.

I look forward to hearing from you and helping your family find the perfect space.

Best regards,

[Your Signature]

[Your Name]
[License Number, if applicable]