

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

[Date]

[Homeowner Name]
[Property Address]

Dear [Homeowner Name],

I am writing to you because I noticed your property at [Property Address] and wanted to reach out regarding its current market position.

In today's shifting real estate climate, generic online estimates often fail to capture the unique upgrades and specific nuances that define your home's true worth. Understanding the precise "True Market Value" is the most critical step if you are considering a sale, refinancing, or simply tracking your net worth.

I would like to offer you a **Complimentary True Market Value Assessment**. Unlike automated reports, my assessment includes:

- A detailed analysis of recent "hyper-local" sales.
- Adjustments for your specific home improvements and lot features.
- Current buyer demand trends for your specific neighborhood.
- A projected net sheet showing your potential walk-away proceeds.

There is no obligation to list your home. My goal is simply to provide you with the data you need to make informed financial decisions.

Are you available for a brief 15-minute walkthrough this week? Please let me know what day works best for you, or feel free to call me directly at [Your Phone Number].

Best regards,

[Your Signature]

[Your Name]
[Company Name]