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

[Date]

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

Dear [Homeowner Name],

I am writing to you because I am a real estate specialist who focuses exclusively on lakefront properties in the [Lake Name/Area] community. As a neighbor and a specialist, I understand that shoreline living carries a unique value that standard market reports often overlook.

Currently, I have several qualified buyers specifically looking for a home on [Lake Name]. They are looking for the lifestyle that only this water frontage can provide, and your property caught my attention as a perfect match for their criteria.

The market for waterfront real estate is currently very active. Even if you are not planning to move today, it is helpful to know the true market value of your unique shoreline investment. I would be happy to provide you with a complimentary, no-obligation "Lakefront Valuation Report" which accounts for your specific dockage, water depth, and view-factors that typical automated websites miss.

If you have ever considered selling, or if you are simply curious about the current value of your home in today's market, please feel free to call or text me at [Your Phone Number].

I look forward to seeing you around the lake.

Sincerely,

[Your Signature]

[Your Printed Name]
Lakefront Property Specialist