

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Subject: Do you know your actual home buying power?

Dear [Recipient Name],

Are you curious about what you can truly afford in today's real estate market? Whether you are looking to upgrade, downsize, or purchase your very first home, the first step is understanding your **Home Buying Power**.

Market conditions, interest rates, and loan programs change frequently. What you could afford six months ago may be very different from what you can afford today. Knowing your budget before you start shopping ensures you don't miss out on the perfect property.

I am offering a complimentary **Home Buying Power Assessment** which includes:

- A current market analysis of your desired neighborhood.
- Connections to trusted local lenders for pre-approval.
- An estimate of closing costs and down payment requirements.
- A personalized search plan based on your financial comfort zone.

There is no obligation-just clear information to help you make the best decision for your future.

If you are ready to see what's possible, please call me at **[Your Phone Number]** or email me at **[Your Email Address]**. Let's turn your homeownership goals into a reality.

Sincerely,

[Your Name]

[Your Company/Brokerage]

[Your Website]

[License Number, if applicable]