

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

[Date]

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

Dear [Homeowner Name],

I am writing to share some significant real estate news regarding your immediate neighborhood. A home located at **[Address of Sold Property]** recently sold for **[\$Sale Price]**.

Because this property is so close to yours and shares similar characteristics, this sale establishes a new value anchor for homes in our area. Specifically, it suggests that your property at [Homeowner Address] may be worth more than you previously estimated.

When a nearby home sells at a premium, it increases the "comparable" value for all surrounding owners. If you have been curious about how this specific sale affects your equity or your home's current market value, I would be happy to provide a complimentary valuation report.

There is no obligation-just a quick update to ensure you are informed about the value of your largest asset.

Please feel free to call or text me at [Your Phone Number] if you would like to discuss this sale in more detail.

Best regards,

[Your Signature]

[Your Full Name]
[License Number, if applicable]