

[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 near yours recently sold for a price that has established a new benchmark for property values in the area.

Property Sold: [Address of Sold Property]
Sale Price: \$[Price]
Date Sold: [Date]

Because your home is located in this specific pocket, this recent transaction directly impacts your property's current market value. When a nearby home sells at a premium, it "anchors" the value of surrounding homes higher, potentially increasing your equity more than you realize.

If you have ever wondered how this specific sale changes the value of your own home, I would be happy to provide you with a complimentary Equity Update. This is not a high-pressure sales pitch, but rather a professional analysis to keep you informed about your largest investment.

Please feel free to call or text me at [Your Phone Number] if you would like to know your home's new estimated value in today's market.

Best regards,

[Your Signature]
[Your Printed Name]
[License Number, if applicable]