

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

[Date]

Dear Neighbor at [Property Address],

I am writing to share some exciting real estate news regarding your specific street.

The property located at **[Address of Recently Sold Home]** has officially closed for **\$(Sale Price)**. This sale represents a new benchmark for [Street Name], as it is currently one of the highest recorded sales in the immediate area.

Because of this "anchor" sale, the market value of other homes on [Street Name] has been directly impacted. When a home sells for a premium price nearby, it often increases the equity in your own property.

I have recently completed a detailed analysis of how this specific sale affects the valuation of [Recipient's House Number]. If you are curious to know your home's new estimated value in light of this recent record, I would be happy to provide you with a complimentary market report.

There is no obligation involved. I simply want to ensure you stay informed about the significant activity happening right outside your door.

Feel free to call or text me at [Your Phone Number] if you would like to discuss the details of this sale or your own property's value.

Best regards,

[Your Signature]

[Your Name]
[License Number, if applicable]