

[Date]

[Recipient Name]
[Recipient Address]
[City, State, Zip]

Dear Neighbor,

I am writing to share some exciting news regarding the real estate activity in your immediate area. We have just officially listed the following property for sale:

[Property Address]
List Price: \$[Price]

The real estate market is currently experiencing significant momentum. Because of low inventory and high buyer demand in [Neighborhood Name], we are expecting a high level of interest in this home. When a new property hits the market, it often sparks a chain reaction of interest in the surrounding blocks.

This surge in market activity may have a direct impact on the current value of your own home. If you have been curious about how much equity you have gained recently, or if you are considering a move of your own, now is an ideal time to get an updated valuation.

I invite you to visit the open house for this new listing on [Date] from [Time] to [Time]. It is a great opportunity to see the current market standards firsthand.

If you would like a complimentary, no-obligation market analysis of your property, please feel free to call or text me at [Phone Number].

Best regards,

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