

[Your Name]
[Your Company Name]
[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 news regarding the real estate market in [Neighborhood Name]. Based on recent sales data, property values in your immediate area have reached a new peak.

As a result, the equity in your home at [Property Address] has likely increased substantially over the last [12/24] months. Many of your neighbors are surprised to learn exactly how much their wealth has grown through their home's appreciation.

Knowing your current "Peak Value" is essential for your financial planning, whether you are considering:

- Eliminating private mortgage insurance (PMI)
- Exploring a home equity line of credit (HELOC) for renovations
- Diversifying your investment portfolio
- Selling while inventory is low and demand is high

I have prepared a preliminary Equity Update for your property. If you would like to receive a complimentary, no-obligation copy of this report to see your home's current market value, please call or text me at [Your Phone Number].

I live and work in this community, and I am here to help you navigate this record-breaking market.

Best regards,

[Your Signature]

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