

[Date]

[Homeowner Name]

[Street Address]

[City, State, Zip Code]

Dear [Homeowner Name],

Now that the house is a little quieter, you may be wondering if your current home still fits your lifestyle. Many homeowners in [Neighborhood Name] are discovering that while their house was perfect for raising a family, it may now represent more space-and more maintenance-than they need.

Over the last few years, property values in our area have changed significantly. You likely have a substantial amount of equity sitting in your home that could be used to fund your next chapter, whether that involves downsizing to a lower-maintenance property, moving closer to family, or investing for retirement.

I am reaching out to offer you a **Complimentary Home Equity Evaluation**. This is a simple, no-obligation report that will show you:

- The current market value of your home in today's conditions.
- A breakdown of your potential net proceeds after a sale.
- Current trends for "right-sizing" in the local market.

If you would like to know what your home is worth in today's market, please call me at [Your Phone Number] or email me at [Your Email Address]. I would be happy to provide this information so you can make an informed decision about your future.

Sincerely,

[Your Name]

[Your Title]

[Company Name]

[Website]