

Subject: Important Market Update: What the [Season] Season Means for Your [Property/Investment]

Dear [Client Name],

I hope you are having a wonderful start to the [Season] season.

As we transition into this time of year, we are seeing a notable shift in the [Local Area/Industry] market. While the previous months were defined by [Mention Previous Trend, e.g., high competition], the current seasonal shift is bringing [Mention Current Trend, e.g., more inventory/stable pricing].

I am reaching out because these changes may impact the value of your [Home/Portfolio] or create new opportunities that weren't available a few months ago. Whether you are thinking of making a move or simply want to stay informed, I have prepared a brief market report specifically for your area.

Are you available for a brief 5-minute phone call this week to discuss how these seasonal trends affect your specific goals?

Best regards,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Website/Company]