

[Agent Name]
[Agency Name]
[Phone Number]
[Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip]

Dear [Homeowner Name],

I am writing to you because I have just finalized a proprietary Strategic Pricing Analysis for the properties in [Neighborhood Name]. Based on current inventory shortages and buyer demand, your home at [Property Address] is positioned to benefit from a very specific market window.

Most agents price homes based on what has already sold. My strategy focuses on where the market is heading in the next 30 days. We are currently seeing a "sweet spot" in your immediate area where low supply could allow for a premium listing price that triggers a competitive bidding environment.

I have prepared a "Teaser Valuation" for your property that outlines:

- The "Target Price" to drive maximum foot traffic.
- The "Stretch Price" based on recent off-market data.
- Current buyer profiles actively looking for a home like yours.

There is no obligation to list your home. However, I believe you deserve to know the exact mathematical advantage your property holds in today's specific climate.

Are you available for a brief 10-minute phone call on [Day] at [Time] to review these figures?

Best regards,

[Signature]

[Agent Name]
[License Number]