[Date]

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

Dear [Recipient Name],

Have you ever wondered what your home at [Property Address] is worth in today's shifting market?

I have been closely monitoring the recent sales and market activity in your neighborhood. While online estimates can give you a ballpark figure, they often miss the unique upgrades and specific details that make your home valuable.

I have prepared a preliminary Comparative Market Analysis (CMA) for your property. This report includes:

- Recent sales prices of homes similar to yours.
- Current properties currently under contract in your area.
- An updated estimate of your home's potential market value.

I would love to send you the full report or drop it off at your convenience. There is no cost or obligation-just a professional resource to help you stay informed about your largest investment.

Are you curious to see the numbers? Simply call or text me at [Your Phone Number] or reply to this letter at [Your Email Address].

Best regards,

[Your Name]
[Your Title/Company Name]
[Your Website]