[Date]

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

Dear [Homeowner Name],

I am reaching out to offer you an exclusive invitation for a complimentary, professional Comparative Market Analysis (CMA) for your property at [Property Address].

With recent shifts in the local real estate market, your home's value may have changed significantly. Unlike automated online estimates, this personalized report takes into account your specific home improvements, neighborhood trends, and the most recent local sales data to provide an accurate valuation.

This custom report will include:

- Current market value of your home
- Analysis of similar properties sold in your area
- Insights into local buyer demand
- Suggestions for increasing your home's equity

There is no cost or obligation associated with this service. My goal is to ensure you have the most accurate information regarding your most valuable asset.

To request your exclusive report, please contact me at [Phone Number] or [Email Address]. I look forward to assisting you.

Best regards,

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