[Date]

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

Dear [Recipient Name],

Do you know how much equity is currently sitting in your home? With recent shifts in the real estate market, your property value may be significantly higher than you realize.

Home equity is one of your most valuable financial assets. Whether you are considering selling, looking to renovate, or simply curious about your net worth, staying informed about your home's current market value is essential.

I have attached a complimentary **Comparative Market Analysis (CMA)** for your property at [Property Address]. This report provides a detailed look at:

- Recent sales of similar homes in your immediate neighborhood.
- Current active listings competing for buyers' attention.
- An estimated valuation range for your home in today's market.

Please keep in mind that this is a preliminary estimate. To provide a precise valuation based on your specific upgrades and home condition, I would be happy to perform a brief walk-through of your property.

There is no cost or obligation for this service. I am here to help you understand your options and make informed decisions about your real estate investments.

Are you free for a 10-minute phone call this week to discuss these results?

Best regards,

[Your Name]
[Your Title]
[Your Company]
[Your Phone Number]
[Your Email Address]
[Your Website]