Subject: Important Market Update: How [Market Change] Affects Your Property Value

Dear [Client Name],

I am writing to you because the [Local/National] real estate market has recently experienced a significant shift. As someone who has previously expressed interest in [buying/selling/investing], I wanted to ensure you have the most current information to make informed decisions.

Over the last [Time Period], we have observed:

- [Market Trend 1: e.g., Interest rate adjustments]
- [Market Trend 2: e.g., Increase/Decrease in inventory]
- [Market Trend 3: e.g., Changes in average days on market]

While these changes may seem daunting, they often create unique opportunities for [buyers/sellers] who are prepared to act strategically. I have analyzed how these specific shifts impact your goals for [Property Address or Neighborhood].

Are you available for a brief 5-minute phone call this week to discuss a custom strategy for the current landscape? I can provide you with a fresh valuation of your property and a forecast for the coming months.

Best regards,

[Your Name]
[Your Company]
[Your Phone Number]
[Your Website]