[Your Name]
[Your Real Estate Agency]
[Your Phone Number]
[Your Email Address]

[Date]

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

Dear [Homeowner Last Name],

I am writing to you because I recently closed a sale at [Address of Sold Property] for $[Sale Price], setting a new record price for a home of its type in your neighborhood.

Due to this record-breaking sale, we have several highly qualified buyers who missed out on that property and are still aggressively looking to purchase a home specifically in [Neighborhood Name].

Your property at [Homeowner Address] is exactly what these buyers are looking for. Because of the current high demand and low inventory, I believe we could secure a premium price for your home that reflects the new market standard I just established.

If you have considered selling, or are simply curious about what your home is worth in light of this recent record sale, I would love to share a complimentary market analysis with you.

Are you available for a brief 10-minute phone call or a coffee this week to discuss the potential value of your home?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]