

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I am writing to you because of a significant shift currently taking place in the [Neighborhood Name] real estate market. If you have considered selling your home, the window of opportunity to capture peak value is changing rapidly.

Recent data indicates that [mention specific shift, e.g., interest rates rising / inventory increasing / buyer demand cooling]. For homeowners, this means that the "Seller's Market" we have enjoyed is transitioning. Waiting even a few months could result in a lower sale price or a much longer time on the market.

**Why this matters for you:**

- Buyer urgency is high right now before further rate changes.
- Current inventory in [Neighborhood Name] remains low, giving you a competitive edge today.
- You can still leverage the equity you have built over the last few years.

I have buyers specifically looking for a home like yours in [Property Address] area. I would like to offer you a complimentary, no-obligation "Market Window Analysis" to show you exactly what your home is worth in today's specific conditions.

Please call or text me at **[Phone Number]** or email me at **[Email Address]** to discuss how we can position your home for a successful sale before the market shifts further.

Sincerely,

[Your Name]

[Your Title/Company]

[Your Website]

[License Number]