

[Date]

[Owner Name]
[Owner Address]
[City, State, Zip]

Dear [Owner Name],

I am writing to you because of my specific expertise in the off-market luxury real estate sector. Based on recent activity in [Neighborhood Name], I believe your property at [Property Address] holds significant value for a select group of qualified buyers currently in my network.

Many homeowners prefer to avoid the public nature of the Multiple Listing Service (MLS). I am proposing a **Discreet Pocket Listing**, which offers the following benefits:

- **Privacy:** No public signage, no internet portals (Zillow/Redfin), and no public open houses.
- **Exclusivity:** Access is limited only to pre-vetted, high-net-worth individuals and top-tier buyer brokers.
- **Control:** You maintain total control over who enters your home and when it is shown.
- **Market Testing:** Test a premium price point without the risk of "days on market" accruing publicly.

I currently represent several clients looking for a home exactly like yours. They are prepared to pay a premium for the right off-market opportunity to avoid a public bidding war.

If you have considered selling but wish to maintain your privacy and avoid the stress of a traditional listing, I would welcome a confidential conversation.

I will follow up with a brief phone call next week, or you may reach me directly at [Phone Number] or [Email Address].

Best regards,

[Your Name]
[Your Title/Brokerage]
[License Number]