

[Date]

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

Dear [Recipient Name],

I am writing to share some exciting real estate news in your immediate neighborhood. We have just listed the property located at **[Property Address]** for **[\$[Listing Price]]**.

Whenever a home hits the market nearby, it directly impacts the current market value of your own property. Because of the high demand for homes in [Neighborhood Name], we are expecting significant interest and a quick sale.

Are you curious about how this new listing affects your home's equity? I would be happy to provide you with a complimentary **Street Value Update**. This report will show you exactly what your home is worth in today's changing market.

There is no obligation. You can reach me via the contact information below to request your update or to ask any questions about the local market.

Best regards,

[Your Name]
[Your Company/Agency Name]
[Phone Number]
[Email Address]
[Website URL]