

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

While the waterfront may be quiet right now, winter is actually the most critical time to prepare if you are considering selling your property this coming spring.

In our local market, the most successful spring sales are the result of careful winter planning. By starting now, we can address specific items that maximize your property's value before the peak buying season begins:

- **Winter Photography:** Capturing your home in the clear winter light or highlighting cozy interior features.
- **Maintenance & Repairs:** Identifying dock or shoreline needs while water levels and weather allow for planning.
- **Pre-Market Strategy:** Reviewing current market trends to set a competitive price point for the spring rush.
- **De-cluttering:** Using the indoor months to prepare the interior for professional staging.

Spring buyers often start their searches as early as February. Being "market-ready" by then ensures your home is the first one they see.

If you have wondered what your waterfront property might be worth in today's market, I would be happy to provide a complimentary valuation and a customized "Spring Ready" checklist.

Please call me at [Your Phone Number] or email me at [Your Email Address] to schedule a brief consultation.

Best regards,

[Your Name]

[Your Real Estate Agency]

[Your Website]