

[Date]

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

Dear [Recipient Last Name],

As the ice melts and the river begins to stir, the spring real estate market is officially arriving. For riverfront property owners, this transition marks the most strategic time of year to consider a sale.

The early spring season brings a specific group of highly motivated buyers who are eager to secure a waterfront home in time to enjoy the full summer season. Currently, the demand for properties along the [River Name] remains high, while the inventory of available homes is still low.

I specialize in marketing unique riverfront estates. I understand that selling a home on the water requires a different approach-one that highlights riparian rights, dockage, and the specific lifestyle your property offers.

If you have considered moving this year, I would like to offer you a complimentary, no-obligation valuation of your home. We can discuss:

- The current market value of your property in today's climate.
- How to position your home to attract premium offers before the summer rush.
- A customized marketing plan tailored to waterfront buyers.

Please feel free to call me directly at [Phone Number] or email me at [Email Address] to schedule a brief walkthrough.

I look forward to helping you make the most of this spring season.

Sincerely,

[Your Name]
[Your Title/Company]
[Website]