

[Date]

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

Dear [Client Name],

I am writing to provide you with a brief update on the current market value of your property at [Property Address]. Over the last [Number] years, home values in [Neighborhood/Area] have seen significant changes, and you may have more equity in your home than you realize.

Based on recent sales of similar homes in your area, I have prepared a complimentary Equity Review for you. This report shows your estimated current market value and the potential net proceeds you would receive if you chose to sell today.

Many of my clients are currently using their increased equity to "move up" to a home that better fits their changing needs-whether that means more square footage, a better layout, or a preferred location. With your current equity, you may be in a much stronger position to upgrade than you were just a year or two ago.

I have attached your custom report to this letter. If you would like to discuss these numbers in more detail or if you are curious about what is currently available on the market in your target price range, please let me know.

I am here to help you navigate your next move whenever the timing is right for you.

Best regards,

[Your Name]
[Your Title]
[Company Name]
[Phone Number]
[Email Address]