

[Your Name]
[Your Agency Name]
[Your Phone Number]
[Your Email Address]

[Date]

[Recipient Name]
[Recipient Address]

Dear [Recipient Name],

I am writing to you because the real estate market in [Neighborhood Name] has seen significant changes recently. Since you purchased your home at [Property Address], your equity has likely grown substantially.

Many homeowners in your position are now looking toward their "Next Chapter." Whether that means moving into a larger home to accommodate a growing family, finding a property with more outdoor space, or upgrading to a home with modern amenities, your current property is a powerful asset to help you get there.

I have recently helped several neighbors transition into homes that better fit their current lifestyles. If you have been thinking about a change, I would love to provide you with:

- A current valuation of your home in today's market.
- An analysis of available inventory for your next upgrade.
- A strategy to sell and buy simultaneously with minimal stress.

There is no obligation-just a conversation about what your next chapter could look like. Are you available for a brief phone call or a coffee meeting next week?

Best regards,

[Your Signature]

[Your Full Name]
[License Number, if applicable]