

[Date]

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

Dear [Recipient Name],

I am writing to share some exciting news regarding the current value of your home at [Recipient Property Address]. Over the last few years, property values in your neighborhood have increased significantly, which means you have likely built a substantial amount of equity.

For many homeowners, this "hidden wealth" is a powerful tool. You may be in a position to use that equity to "move up" to a home that better fits your current lifestyle-whether that means more square footage, a larger yard, or a more modern layout-without necessarily increasing your monthly out-of-pocket costs as much as you might think.

I have prepared a preliminary Equity Analysis for your property. Based on recent comparable sales, your home is currently estimated to be worth approximately \$[Estimated Value]. After accounting for your remaining mortgage balance, you could have roughly \$[Estimated Equity] available to put toward your next investment.

If you have been thinking about a change, now is a strategic time to evaluate your options. I would love to sit down with you for 15 minutes to show you how your current equity can be leveraged to build even more long-term wealth through a larger real estate asset.

Are you available for a brief phone call or coffee this week? You can reach me directly at [Your Phone Number] or [Your Email Address].

Best regards,

[Your Name]
[Your Company Name]
[Your License Number]
[Your Website]