

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

[Date]

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

Dear [Recipient Name],

Are you considering a lifestyle change that could also provide a significant financial boost? Many homeowners in [Your Neighborhood/City] are currently sitting on a substantial amount of home equity that could be used to fund a more comfortable retirement, travel, or new investments.

I am reaching out to offer you a complimentary **Home Equity and Downsizing Consultation**. This session is designed to help you understand the current market value of your property and how much cash you could potentially unlock by moving to a smaller, more manageable home.

During our brief meeting, we will cover:

- A professional valuation of your current home.
- An estimation of your net proceeds after the sale.
- Current market trends for smaller homes and condos in the area.
- Tips for a stress-free transition and decluttering.

There is no obligation to list your home. My goal is simply to provide you with the information you need to make an informed decision about your future.

If you are interested in exploring your options, please call me at [Your Phone Number] or reply to this letter via email at [Your Email Address]. I look forward to helping you discover what your home equity can do for you.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number - Optional]