

[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email]

[Date]

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

Dear [Recipient Name],

I am writing to personally introduce you to [Client Name(s)], who are currently preparing to transition into a new chapter of their lives. After many years in their current home, they have decided to sell and downsize to a residence that better fits their retirement lifestyle.

Because I know you specialize in [mention specific expertise, e.g., senior living transitions / luxury condominiums / active adult communities], I felt you would be the perfect professional to assist them in finding their next home. They are looking for a property that offers [mention specific needs, e.g., low maintenance / single-level living / proximity to family].

I will be handling the sale of their current property at [Property Address]. My goal is to ensure their home sale is seamless so they can focus on their move. I have spoken highly of your expertise, and they are looking forward to hearing from you.

I have copied [Client Name(s)] on this correspondence, or you can reach them directly at [Client Phone/Email].

Thank you for taking great care of them. I look forward to working together to make this a successful transition for our mutual clients.

Best regards,

[Your Signature]
[Your Printed Name]