

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

[Date]

[Recipient Name]
[Facility Name/Senior Living Community]
[Address]
[City, State, Zip]

Dear [Recipient Name],

I am writing to formally introduce myself as a real estate professional specializing in senior transitions within the [Local Area] market. I have long admired the quality of care and the community environment you provide at [Facility Name].

I understand that moving into a senior living community often involves the significant task of selling a long-time family home. This process can be emotionally and logistically overwhelming for seniors and their families. My goal is to simplify this transition by providing personalized service, rightsizing assistance, and expert home sales management tailored specifically to the needs of older adults.

I would appreciate the opportunity to be a resource for your incoming residents who may need help liquidating their real estate assets. I am committed to ensuring that their move into your community is as seamless and stress-free as possible.

I have enclosed my professional brochure and business cards for your reference. I would love to drop by briefly next week to introduce myself in person or schedule a short call to discuss how I can best support your team and your clients.

Thank you for your time and for the vital work you do for our seniors.

Sincerely,

[Your Signature]

[Your Printed Name]