

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

[Date]

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

Dear [Recipient Name],

Do you know how much buying power is currently sitting in your home?

With the recent increase in property values in [Neighborhood/City], your home equity has likely grown significantly. For many homeowners, this equity acts as a powerful "down payment" that allows them to move into a larger home, a better neighborhood, or a property that better fits their current lifestyle-often without increasing their monthly out-of-pocket costs as much as they might expect.

I am reaching out because I specialize in "Move Up" strategies. I help homeowners use their current market gains to transition into their next dream home seamlessly. My goal is to show you how to leverage your investment to get more space, better amenities, or a shorter commute.

I would like to offer you a **Complementary Equity Strategic Review**. This includes:

- A current market valuation of your home.
- An estimation of your net proceeds after sale.
- A customized plan showing your purchasing power for a move-up property.

There is no obligation to list your home. This is simply to provide you with the data you need to make informed decisions about your largest asset.

Are you available for a brief 10-minute phone call this week to discuss your options?

Best regards,

[Your Signature]

[Your Name]
[License Number, if applicable]