

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip Code]

Dear [Homeowner Name],

I am writing to you because the real estate market in [Neighborhood/City Name] is currently experiencing a significant period of growth. Over the past [Number] months, we have seen a substantial increase in demand and property values in your immediate area.

Due to this recent local market boom, the equity in your home at [Property Address] has likely increased significantly. Many homeowners in your neighborhood are surprised to learn that their property is worth much more today than it was even a year ago.

I have prepared a preliminary equity evaluation for your property based on recent comparable sales. This report includes:

- Current estimated market value of your home.
- Analysis of recent high-value sales in your street/area.
- Estimated net proceeds if you were to sell in the current climate.

Whether you are considering selling, refinancing, or simply want to know your current net worth, it is a great time to have an updated valuation. I would be happy to provide you with a full, no-obligation Comparative Market Analysis (CMA) at your convenience.

Please feel free to call or text me at [Your Phone Number] or email me at [Your Email Address] to receive your custom report.

Best regards,

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