

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

[Date]

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

Dear [Recipient Name],

Do you know what your property at [Property Address] is worth in today's current market?

Real estate conditions have shifted recently, and many homeowners are surprised to find that their property value has changed significantly. Whether you are considering selling, refinancing, or are simply curious about your investment, staying informed is essential.

I would like to offer you a complimentary **Comparative Market Analysis (CMA)**. This report includes:

- A detailed evaluation of similar properties recently sold in your area.
- An analysis of active listings currently competing with your home.
- Trends affecting property values in your specific neighborhood.
- An estimated market value for your home.

This service is completely free and carries no obligation. I can provide this report digitally, or I would be happy to drop by for a brief walkthrough to provide a more precise valuation based on your home's unique features and upgrades.

If you are interested, please contact me at [Your Phone Number] or reply to this email at [Your Email Address].

I look forward to helping you understand the current value of your home.

Best regards,

[Your Signature]

[Your Name]
[License Number, if applicable]