

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

[Date]

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

Subject: Recent Sale Comparison for Your Upgraded Home at [Property Address]

Dear [Homeowner Name],

I am writing to share some exciting real estate news regarding a property that recently sold in your immediate neighborhood. As a homeowner who has invested in significant upgrades to your property, I thought you would find this information valuable for understanding your home's current market position.

The property located at [Address of Sold Property] recently sold for \$[Sale Price].

This particular sale is a significant benchmark for your home because:

- **Location:** It is located just [Distance] from your front door.
- **Size:** It features a similar layout with [Number] bedrooms and [Number] bathrooms.
- **Upgrades:** Like your home, it featured premium finishes, including [List 1-2 specific features, e.g., renovated kitchen or hardwood floors].

Because you have made high-quality improvements to your home, its value may be higher than general neighborhood averages suggest. Recent sales like this one prove that there is a strong demand for upgraded properties in [Neighborhood Name].

If you are curious about how these recent market shifts have specifically impacted the equity in your home, I would be happy to provide you with a complimentary, no-obligation valuation report tailored to your specific upgrades.

Please feel free to call or text me at [Phone Number] if you have any questions or would like to chat about the local market.

Best regards,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]