

[Date]

[Investor Name]  
[Company Name]  
[Address]  
[City, State, Zip]

Subject: NEW LISTING: High-Upside Value-Add Opportunity in [Neighborhood]

Dear [Investor Name],

I am reaching out to share a new turnaround property that just hit the market, which fits your criteria for value-add investments.

**Property Address:** [Full Property Address]

**Property Highlights:**

- **Asking Price:** \$[Amount]
- **Property Type:** [e.g., Single Family / Multi-Unit]
- **Square Footage:** [Number] sq ft
- **Current Condition:** [e.g., Shell / Fire Damage / Cosmetic Fixer]

**The Opportunity:**

This property is priced significantly below market value due to [Reason for Turnaround, e.g., deferred maintenance / vacancy / legal issues]. Preliminary estimates suggest an After Repair Value (ARV) of \$[Estimated ARV], offering a substantial margin for a full renovation or repositioning strategy.

**Financial Summary:**

- Estimated Repair Budget: \$[Amount]
- Projected Rental Income (Post-Renovation): \$[Amount]
- Estimated ROI: [Percentage]%

I have a full inspection report, additional photos, and a comparable sales analysis ready for your review. Properties with this much upside move quickly in the current market.

Are you available for a brief call or a site visit this [Day of Week] at [Time]?

Best regards,

[Your Name]  
[Your Title/Company]

[Your Phone Number]  
[Your Email Address]