

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

[Date]

Dear [Homeowner Name],

I am writing to share some exciting news regarding a home that was just listed in your immediate area. As more homeowners in our neighborhood begin to consider the benefits of a low-maintenance lifestyle, I wanted to make sure you were the first to know about this new opportunity.

Just Listed: [Property Address]

This beautiful property is located in the [Name of Community] active adult community and offers exactly what many "downsizers" are looking for: single-level living, high-end finishes, and a community designed for socializing and relaxation. Moving to a smaller, more manageable home allows for more time to travel, enjoy hobbies, and focus on what truly matters.

If you have been thinking about trading a large family home for something more comfortable and accessible, now is an excellent time to explore your options. The current market remains very strong for sellers, meaning you may have more equity in your current home than you realize.

I specialize in helping homeowners navigate the transition to active adult living. Whether you are curious about the value of your current home or would like a private tour of the new listing mentioned above, I am here to help.

Please feel free to call or text me at [Your Phone Number] with any questions.

Best regards,

[Your Signature]

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