

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

Dear [Homeowner Name],

Is your current home starting to feel a bit too large? Are you spending more time on maintenance and cleaning than you are enjoying your lifestyle?

I am writing to let you know that I have just listed a stunning, low-maintenance property at **[Property Address]**. This home was specifically designed for those looking to "right-size"- offering high-end finishes and modern comfort without the burden of extra chores.

Why consider upgrading your lifestyle now?

- **Less Maintenance:** Spend your weekends traveling or with family, not mowing lawns.
- **Accessibility:** Features like [single-story living / open floor plans] make daily life easier.
- **Energy Efficiency:** New listings often feature lower utility costs compared to older, larger estates.
- **Unlock Equity:** Selling your current home could provide significant capital for your retirement or next adventure.

Even if this specific property isn't the perfect fit, the market for downsizers is currently very active. I specialize in helping homeowners transition from large family estates into luxury, low-maintenance living.

If you would like a private tour of **[Property Address]** or a complimentary valuation of your current home to see what you could achieve in today's market, please give me a call at [Phone Number].

Sincerely,

[Your Signature]

[Your Name]
[License Number - Optional]