

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, Zip Code]

Dear neighbor at [Recipient House Number],

I am writing to share some important news regarding real estate activity specifically on **[Street Name]**.

A property near you, located at [Address of Just Listed Property], has officially been listed on the market for **[\$[Listing Price]**. Because of the unique appeal of our street, this new listing directly impacts the current market value of your own home.

When a home on your specific block goes up for sale, it creates a new "benchmark" for what buyers are willing to pay to live in this exact location. This is an excellent opportunity to see how your equity has grown compared to last year.

What this means for you:

- A potential increase in your home's estimated market value.
- High demand from buyers who missed out on previous listings on [Street Name].
- An updated look at your neighborhood's price-per-square-foot trend.

If you would like a complimentary, street-specific equity report to see exactly what your home is worth in today's market, please feel free to reach out via phone or email.

I live and work in this area, and I am committed to keeping our [Street Name] homeowners informed.

Best regards,

[Your Name]

[Your Title/Company]

[Phone Number]

[Email Address]

[Website]