

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip]

Subject: Recent Property Sale on [Street Name] - Update on Your Home Value

Dear [Recipient Last Name],

I am writing to inform you that a home right here on [Street Name] has recently been listed for sale (or sold) at [Address of Subject Property].

When a home in your immediate vicinity hits the market, it directly impacts the equity and market value of your own property. Because this specific activity is so close to your front door, the value of your home may be higher than you realize.

I have prepared a detailed equity value update specifically for homeowners on [Street Name]. If you are curious about how this recent market activity has affected your home's current worth, I would be happy to provide you with a complimentary, no-obligation valuation report.

You can reach me directly at [Phone Number] or via email at [Email Address] to request your update.

Sincerely,

[Your Name]

[Your Company/Brokerage]

[Your License Number]

[Your Website]