

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Dear Neighbor,

I am writing to share some important real estate activity happening directly on your street. A property located at **[Insert Address of Just Listed Home]** has officially been listed for sale at **[\$[Insert Listing Price]]**.

As a homeowner on **[Street Name]**, this new listing directly impacts the current market value of your own home. When a property nearby hits the market, it sets a new benchmark for what buyers are willing to pay in your immediate area.

I have prepared a brief update on how this specific listing compares to your property, including:

- Current market trends for [Street Name].
- How this new listing affects your home's equity.
- Recent sale prices of similar homes in our neighborhood.

If you are curious about the updated value of your home in light of this new activity, I would be happy to provide you with a complimentary, no-obligation Comparative Market Analysis.

Please feel free to call or text me at **[Your Phone Number]**, or email me at **[Your Email Address]** if you have any questions about this listing or the local market.

Best regards,

[Your Name]

[Your Title/Company Name]

[Your Website]