

[Date]

[Recipient Name]

[Recipient Street Address]

[City, State, Zip Code]

Dear Neighbor at [Recipient Street Name],

I am writing to share some important real estate news regarding a property right here on your street. We have just officially listed the home located at **[Insert Property Address]** for **[\$[Insert Listing Price]**.

When a home hits the market on [Insert Street Name], it often creates a significant shift in local property values. Because of the high demand for our neighborhood and the specific features of this new listing, your own home's market value may have increased more than you realize.

As a specialist in [Insert Neighborhood Name] real estate, I am keeping a close eye on the activity this new listing generates. If you are curious about how this specific sale impacts the current equity in your home, I would be happy to provide you with a complimentary, street-specific valuation report.

You can reach me directly at [Insert Phone Number] or via email at [Insert Email Address] if you have questions about the listing or if you would like an update on the local market.

Sincerely,

[Your Name]

[Your Title]

[Company/Brokerage Name]

[Phone Number]

[Website URL]