

[Agent Name]
[Brokerage Name]
[Phone Number]
[Email Address]

[Date]

Dear Neighbor at [Recipient Address],

I am writing to let you know that your neighbor's home at **[Property Address]** has just been officially listed for sale at **[\$[Asking Price]]**.

Because real estate values are heavily influenced by local activity, this new listing directly impacts the current market value of your own home on [Street Name]. When a property nearby hits the market, it sets a new benchmark for what buyers are willing to pay in our specific neighborhood.

Are you curious about how this new listing changes the equity in your home? As a specialist in the [Neighborhood Name] market, I am offering a complimentary, no-obligation Property Value Update for homeowners on [Street Name].

If you would like to know your home's new estimated value in today's market, please feel free to call or text me at **[Phone Number]** or visit **[Website Link]**.

Best regards,

[Agent Signature]

[Agent Name]
[License Number]