

[Your Name/Agency Logo]

[Your Phone Number]

[Your Email Address]

[Your Website]

[Date]

To the Resident at:

[Recipient's Street Address]

[City, State, Zip]

RE: Recent Market Activity on [Street Name]

Dear Neighbor,

I am writing to personally inform you that a property right here on your street has just been listed for sale. As a resident of [Street Name], this activity directly impacts the current market value of your own home.

Just Listed Property Details:

- **Address:** [Property Address]
- **List Price:** \$[Price]
- **Features:** [Number] Bedrooms, [Number] Bathrooms, [Square Footage] sq. ft.

When a home is listed nearby, it creates a new "benchmark" for the neighborhood. Depending on the final sale price and the level of buyer interest this property receives, the equity in your home may be higher than you realize.

What this means for you:

To help you stay informed about your investment, I have prepared a **Comprehensive Property Value Update** specifically for [Street Name]. If you would like to know how this new listing compares to your home or if you are curious about your property's current estimated value in today's market, I am happy to provide a complimentary analysis.

There is no obligation. I simply want to ensure you have the most accurate data regarding your local real estate market.

Please call or text me at **[Your Phone Number]** or visit **[Link/QR Code]** to request your custom report.

Best regards,

[Your Signature]

[Your Name]
[License Number]
[Brokerage Name]