[Date]

Dear [Homeowner Name],

I am writing to share an exclusive update regarding a property that has just been listed in your immediate area: **[Address of New Listing]**.

As you may be aware, our local real estate market is currently experiencing **critically low inventory**. There are more qualified buyers searching for homes than there are properties available for sale. Because of this supply-and-demand imbalance, homes in [Neighborhood Name] are receiving significant attention and, in many cases, multiple offers.

Why this matters to you:

- The sale of [Address of New Listing] will directly impact the current market value of your home.
- We have a list of active buyers who missed out on recent sales and are still looking for a property in this specific neighborhood.
- Your home may be worth more than you realize in this competitive climate.

If you have considered selling, or if you are simply curious about how this new listing affects your equity, I would be happy to provide you with a complimentary, no-obligation market analysis.

Please feel free to call or text me at [Your Phone Number] or email me at [Your Email Address].

Best regards,

[Your Name]
[Your Real Estate Company]
[Your License Number]
[Your Website]