[Date]

[Recipient Name]
[Recipient Address]
[City, State, Zip Code]

Dear [Recipient Last Name] Family,

Is your current home starting to feel a little too small? Whether your family is growing, you need a dedicated home office, or you simply want more outdoor space, it might be the perfect time to "trade up" to a home that fits your lifestyle.

I am writing to you because I specialize in helping families in [Neighborhood Name] transition from their starter homes into their forever homes. Currently, demand for homes like yours is very high, which means you likely have significant equity that can be used toward your next purchase.

My goal is to make the process of selling and buying simultaneously as stress-free as possible. I can provide you with:

- A complimentary professional valuation of your current home.
- A customized list of larger homes currently available in your preferred areas.
- A strategy to manage the timing of your move so you never feel rushed.

If you are curious about what your home is worth in today's market or want to see what is available for your next move, please give me a call at [Your Phone Number] or email me at [Your Email Address].

There is no obligation-just a friendly conversation about your family's future goals.

Best regards,

[Your Name]
[Your Title/Company]
[Your Website]