

[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip]

Dear [Homeowner Name],

I am writing to share an important update regarding the real estate activity specifically in [Neighborhood Name]. Over the last [Number] days, we have noticed a significant shift in the local market that may impact your home's current value.

While the broader news often focuses on national trends, our neighborhood is seeing [mention specific trend, e.g., a decrease in inventory / a surge in buyer demand / higher than average sale prices]. These changes mean that the equity in your home might be different than it was just a few months ago.

Whether you are considering selling, refinancing, or simply curious about your investment, it is important to have up-to-date information. I have recently prepared a market analysis for several properties nearby and would be happy to provide a complimentary valuation report for your home as well.

If you would like to know what your home is worth in today's changing market, please feel free to call, text, or email me. I am happy to answer any questions you have with no obligation.

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]