

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

[Date]

Dear Neighbor,

As the winter season settles in, I am reaching out to provide you with a specialized Real Estate Market Review for our neighborhood. While many believe the market freezes during the colder months, winter often brings serious buyers and unique opportunities for homeowners.

Recent Neighborhood Activity:

- Homes currently listed: [Number]
- Homes currently under contract: [Number]
- Average sale price in the last 90 days: \$[Amount]
- Average days on market: [Number] days

Current trends show that inventory remains low, which is keeping property values steady. Even with the snow on the ground, buyers are actively looking for well-maintained homes in our area to prepare for spring moves.

Are you curious about how your home's value has changed over the past year? I am offering a complimentary, no-obligation "Winter Equity Report" to help you understand your property's current worth in today's specific market conditions.

If you would like to receive your custom report or have any questions about the local market, please call me at [Your Phone Number] or reply to this letter.

Stay warm and have a wonderful winter season!

Sincerely,

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