

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Dear [Recipient Last Name],

Is your current home starting to feel a little too large now that the kids have moved out? Many of your neighbors in [Neighborhood Name] are currently asking themselves the same question.

As an "empty nester," you are sitting on a significant amount of home equity. Currently, the market in our area is seeing high demand for established family homes like yours. This creates a unique opportunity to sell at a premium and transition into a home that better fits your current lifestyle-whether that is a luxury condo, a single-story ranch, or a home closer to family.

Recent Market Activity in [Neighborhood Name]:

- Average Sales Price: \$[Amount]
- Average Days on Market: [Number] days
- Inventory Level: [Low/Balanced/High]

Downsizing doesn't have to be daunting. I specialize in helping homeowners navigate the logistics of "right-sizing," from decluttering and repairs to finding a smaller home that doesn't compromise on quality.

If you are curious about what your home is worth in today's market or want to discuss what the next chapter looks like, please give me a call at [Phone Number]. There is no obligation-just a friendly conversation about your options.

Warm regards,

[Your Name]

[Your Company/Brokerage]

[Your Phone Number]

[Your Email Address]

[Your Website]