

[Date]

[Prospect Name]
[Prospect Address]
[City, State, Zip]

Dear [Prospect Name],

It was a pleasure meeting with you on [Date] to discuss your interest in [Community Name]. I truly enjoyed learning more about your plans for this next chapter and your goals for transitioning into an active adult lifestyle.

As we discussed, downsizing is about more than just moving to a smaller space; it is about gaining the freedom to enjoy the amenities and social connections you value most. Based on our conversation, I have enclosed some additional information regarding:

- [Specific Floor Plan mentioned]
- Our "Easy Move" transition resources
- The upcoming calendar of social events at [Community Name]

I understand that sorting through a lifetime of memories can feel overwhelming. Please remember that our team is here to support you through every step of the process, from choosing the right floor plan to recommending professional organizers and movers who specialize in senior transitions.

I will follow up with you in a few days to see if you have any questions about the materials provided. In the meantime, please feel free to reach out to me directly at [Phone Number] or [Email Address].

We would love to have you as part of our community.

Best regards,

[Your Name]
[Your Title]
[Community Name]