Dear [CONTACT NAME],

 I was wondering if youʼd be open to a conversation about the property you own in [MARKET / NEIGHBORHOOD NAME / or “at 123 Main St.”].

I think you might be interested to learn how changes have impacted your property values.

See attached Report. **Since the time you purchased your home in February 2015 the Average Price of homes in the area have appreciated nearly 30%.**

Weʼve noted remarkable appreciation in the market here in [MARKET NAME], and any desire to sell you may have put on hold in the past may be much more viable now.

 The Inventory of homes For Sale in our Wesley Chapel Market is Very Low. In Fact here ae less that 3 months supply of inventory.

 I understand if youʼre content with your current ownership position.

However, if youʼve been thinking about the possibility of turning your real estate investment into something more liquid, or feel now might be the right time to cash in on your equity, I would be happy to help.

Could we have a short conversation about what your plans are for the near future in terms holding or potentially listing your property?

If you donʼt mind, Iʼd like to follow up with you via [an email / a phone call] later [this week / next week] to see if youʼd like to find out just how much your home is worth now.

Of course, if youʼd like to call me directly