Dear [CONTACT NAME],

**Following up on the letter I sent to you a few weeks ago.**

I am hoping to have a conversation with you about your property at [“at 123 Main St.”].

I am a local agent here in {Market Area/Wesley Chapel}.

I know this market very well and would love to assist you in learning the approximate equity you have in your home and if now might be the best time to sell.

I think you might be interested to learn how our local market changes have **increased** your property’s value.

**The Average Sales Price in the Tampa Bay area has increased approximately 18% since 2020.**

**If you’ve been thinking about the possibility of turning your real estate investment into something more liquid. I would be happy to help.**

You may visit my website for an estimate of your home’s value at: <https://vdavidson.bhhsfloridaproperties.com> – Just click “What is My Home Worth.”

Contact me if you would like a more detailed analysis of your property’s value.

**AGENT NAME**

REALTOR®

Berkshire Hathaway HomeServices Florida Properties Group

[OFFICE NAME] Office

XXX-XXX-XXXX

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