

Hi (First Name),

As the Neighborhood Expert of _____, I want to inform you that your neighbors at _____ just put their home up for sale for \$_____.

More importantly though... this may have changed the value of your home!

I have found that when a house goes up for sale there are usually seven other families that are also considering a move in the next several months. Many may just be curious to know how the new sale will impact the value of their home.

If you are one of these people and would like to know if your value has changed and doesn't want to have to pay to find out please don't hesitate to contact me at your earliest convenience. I would love the opportunity to serve you without you having to feel any obligation in return.

I like to make it easy for folks to get the latest information about neighborhood activity. You can easily and quickly go to <http://rem.ax/hollyshomevalue> and simply enter your address for all the recent activity in your community. The report will come back instantly for your review. My site does not provide you an exact value, as no computer can really do that accurately since computers fail to evaluate with consideration of the 3 most important value factors. I am also happy to chat about any questions you may have so feel free to call me at (your number) or email me (your email) and I will be sure to get you whatever you need!

I look forward to hearing from you! And, if you are one of those seven considering a move I certainly hope to earn your business. Our 7 Step Pricing Strategy™ and 15 Point Exposure Plan are sure to get the results you desire in your next move.

(Your info)

My business is the result of the support and referrals from people like you... Thank you!

Note If your house is currently listed by another broker this is by no means an effort to intentionally market to you or list your house.*