

[ edit with your office address here ]

Hello [ homeowners name ],

You recently visited my website to check up on your homes current market value. You may have had my website generate an instant report from local MLS data, that's great but it is still just a computer generated report, similar to what you get with Zillow.com, Realtor.com or any other online website.

Knowing that you wanted the most accurate home value information for your home I decided to take some additional time to create and print out a more comprehensive report and just deliver it directly. I have reviewed the current market directly around your home and it is reflected in the report you have here.

If you have questions about current market conditions or are thinking of selling your home, I would be happy to offer you professional service. Hey I make it my business to be an expert about this neighborhood so call me about anything. I look forward to talking with you. (If you are already under contract with an agent to sell please disregard this as a solicitation)

Sincerely,

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