Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

A home is a place that can be considered as heaven on Earth. A person forgets all the issues he has faced all day when he comes back to his home. It has come into my attention that you have recently shifted in [name of area] with your family. I would like to welcome you to the community here.

I am a real estate agent by profession and therefore, I would like you to know some of the ways by which you can increase the value of your house in the upcoming years. Following are some of the suggestions I would like to give you.

* [Article about home improvement project #1]
* [Article about home improvement project #2]
* [Article about home improvement project #3]

If you have any queries after reading the articles or even if you would like to know further details regarding any topic do let me know. I would be glad to help you. Here are my contact details attached [contact details].

Regards,  
Your name