Date

To

Recipient Name

Street Address, City, ST ZIP Code

Hello [Prospect name],

I am writing this letter to congratulate you on your new home. I hope you are liking the house and its whereabouts. I would like to share with you the details about how you can increase the value of your home in the coming years. Following listed are some of my suggestions regarding this matter.

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

In case you find yourself interested in knowing further details do let me know. You can click the link attached to set up a private meeting or you can give me a call on my private number [details about phone number and link to private calendar].

Regards,  
Your name