

[Your Name/Company Name]
[Your Address]
[City, State, Zip Code]
[Phone Number]
[Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip Code]

Dear [Homeowner Name],

I am writing to you because I noticed your property at [Property Address] is currently on the market. In today's competitive real estate climate, the difference between a home that sits and a home that sells often comes down to minor adjustments in presentation and strategy.

I would like to offer you a **Comprehensive Home Listing Audit**, completely free of charge and with no obligation. This audit is designed to provide an objective, expert analysis of your current listing to ensure you are positioned for a successful sale.

My Comprehensive Audit includes:

- **Digital Presence Review:** Evaluating how your home appears on major search portals and mobile apps.
- **Visual Impact Assessment:** Analyzing photography, lighting, and virtual tour engagement.
- **Market Positioning Analysis:** Comparing your list price and features against recent neighborhood sales and active competition.
- **Copywriting Audit:** Reviewing the property description for high-converting keywords and emotional triggers.
- **Showing Feedback Summary:** A strategy session to address common buyer objections.

My goal is to provide you with actionable data that you can use immediately to increase buyer traffic and secure the best possible offer for your home.

If you are interested in receiving this complimentary report, please call or text me at [Phone Number], or email me at [Email Address]. I can typically have the full audit ready for you within 24 to 48 hours.

I look forward to helping you achieve your real estate goals.

Sincerely,

[Your Signature]

[Your Printed Name]
[Title/License Number]
[Company Name]