

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your home at [Property Address] is no longer listed on the market. If you have already relisted with another agent, please disregard this letter, as that is not my intention.

However, if you are feeling frustrated or disappointed that your home didn't sell, I want you to know that I understand. Selling a home is a major life event, and it can be exhausting to keep your house "show-ready" only to have the listing expire without a closing. It is completely normal to feel like you need a break or to question if now is the right time to sell.

Often, when a high-quality home like yours doesn't sell, it isn't because of the house itself, but rather a missed connection in the marketing strategy or a shift in the local buyer pool. Sometimes, all it takes is a fresh perspective and a different approach to get the results you were originally looking for.

When you are ready to talk-whether that is tomorrow or next month-I would love to listen to your experience and offer a complimentary evaluation of why the previous listing may not have crossed the finish line. No pressure, just a conversation to help you move forward.

I've enclosed my business card. I look forward to the possibility of helping you reach your goals.

Sincerely,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]