

[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email Address]

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the market. I understand that having a listing expire or canceling a sale can be a frustrating experience, especially when your goals haven't been met.

When a high-quality home doesn't sell, it usually isn't because of the house itself, but rather a gap in the marketing strategy, pricing positioning, or market exposure. I am reaching out to offer a **Canceled Listing Re-Evaluation** to help identify exactly why the property didn't move and how we can fix it.

My strategic approach includes:

- **Market Data Audit:** Reviewing recent sales and active competition to adjust pricing strategy.
- **Feedback Analysis:** Evaluating previous showing feedback to address common buyer objections.
- **Enhanced Media Plan:** Utilizing professional staging, 3D tours, and targeted social media ads.
- **Transparent Communication:** Providing weekly updates and honest market assessments.

I would like to offer you a 15-minute consultation to review my "Second Chance" marketing plan. There is no obligation to re-list; my goal is simply to provide you with the data you need to make an informed decision for your next steps.

Are you available for a brief call or a coffee meeting this [Day of Week] at [Time]?

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]