

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the active market. When a high-quality home doesn't sell, it is rarely due to the home itself, but rather a shift in local market dynamics that occurred during your listing period.

The real estate market in [Neighborhood Name] has recently experienced the following shifts:

- **Inventory Levels:** [Mention if supply has increased or decreased]
- **Buyer Demand:** [Briefly mention current buyer behavior or interest rates]
- **Average Days on Market:** [Note the current trend for similar homes]

I have prepared a "Market Shift Insight Report" specifically for your address. This report analyzes why similar homes are currently selling and provides a new valuation based on the most recent 30 days of activity.

If you are still interested in selling, I would like to share these insights with you. There is no obligation to re-list; I simply want to provide you with the data needed to make an informed decision.

Are you available for a brief 10-minute phone call on [Day of Week] at [Time]?

Best regards,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]

[Your Website]