

[Your Name]
[Your Company/Agency Name]
[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 active market. I am writing to you because I understand that when a home doesn't sell, it can be a frustrating experience.

Often, when a listing expires, it is not due to the home itself, but rather a need for a fresh marketing approach, updated pricing strategy, or better digital exposure. I specialize in helping homeowners successfully sell properties that were previously listed without a result.

I would appreciate the opportunity to offer you a "Second Opinion" on your home's value and share a specific plan on how I can get your property sold in today's market. There is no obligation or pressure; I simply want to provide you with the information you need to make the best decision for your future.

Are you available for a brief 15-minute phone call or a quick meeting this week?

I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number - Optional]