

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

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer active on the market. Having your home go unsold is frustrating, but it is often not a reflection of the home itself, but rather the strategy used to sell it.

The "Relisting for Success" approach focuses on three specific pillars to ensure a different result this time:

- **Market Positioning:** Analyzing recent sales to ensure your price attracts immediate attention.
- **Visual Impact:** High-end photography and staging adjustments to make the home stand out online.
- **Aggressive Exposure:** Re-launching the home as a "New Listing" to capture the current wave of active buyers.

A fresh start allows us to reset the clock and fix the obstacles that prevented a sale during your previous listing period. I have a specific action plan designed to get your home from "Expired" to "Sold."

Are you available for a brief 15-minute consultation this week to review this new strategy? I would love to show you how we can achieve a better outcome.

Sincerely,

[Your Signature]

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