

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

[Date]

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

Dear [Homeowner Name],

I noticed that your home at [Property Address] was recently taken off the market. I know how frustrating it can be when a property doesn't sell the first time around, but I wanted to share a quick success story with you.

Recently, I worked with a homeowner in a situation very similar to yours. Their home had sat on the market for [Number] months with another agent and eventually expired. They were discouraged and ready to give up.

After we met, we implemented a new strategy that focused on [specific tactic, e.g., professional staging/targeted digital ads/pricing adjustments]. Within [Number] days of hitting the market again, we received multiple offers and sold the home for [Percentage]% of the asking price.

The difference between "Expired" and "Sold" is often just a fresh perspective and a different marketing approach. I have a specific plan designed to get homes sold after they have previously failed to move.

Are you still interested in selling if you could get the right price? If so, I'd love to buy you a cup of coffee and show you exactly how we can turn your "Expired" listing into a "Sold" success story.

You can reach me directly at [Your Phone Number]. I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Name]
[Your Title]