

[Your Name]
[Your Company]
[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] was recently on the market but is no longer listed. I understand that it can be frustrating when a home doesn't sell as quickly as expected, especially when you are ready to move on to your next chapter.

Often, when a high-quality home doesn't sell, it isn't because of the house itself, but rather small obstacles in the marketing strategy, the presentation, or the timing. I specialize in helping homeowners identify exactly what held their previous listing back and implementing a fresh plan to overcome those hurdles.

I have analyzed the previous listing for your home and have identified three specific areas where a different approach could produce a successful sale. I would love to share these insights with you.

Are you available for a brief 15-minute conversation this week? I would like to show you how we can reposition your home to attract the right buyers and get it sold for the price you deserve.

I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your Printed Name]