

Dear [Homeowner Name],

Now that the holiday season is behind us, the real estate market is waking up. While your home didn't sell during the end-of-year rush, the post-holiday period is actually one of the best times to find serious, motivated buyers who are ready to move before spring.

I noticed your listing recently expired, and I wanted to reach out because I specialize in homes that didn't sell the first time around. Often, a fresh perspective, a new marketing strategy, and updated professional photography are all it takes to get a "Sold" sign in the yard.

I would love to offer you a "Post-Holiday Market Update" for your neighborhood. This is a no-obligation look at what has changed in the market over the last 30 days and how we can position your home to stand out from the new competition.

Are you available for a 15-minute phone call this week to discuss your goals for the new year?

Best regards,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Website/Company]