[Date]

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

Dear [Homeowner Name],

I noticed your property at [Property Address] is no longer listed on the market. Usually, when a home doesn't sell, it isn't because of the house itself, but because the strategy used to sell it didn't evolve with the market.

I am writing to offer a fresh perspective. Sometimes all it takes is a new set of eyes, a different marketing approach, and a more aggressive digital strategy to reach the right buyer. I specialize in helping homeowners turn expired listings into successful sales by identifying exactly why the home didn't sell the first time.

If you are still interested in moving, I would love to share my "Second Chance" marketing plan with you. It is a zero-pressure conversation focused on three things:

- Current market data and what it says about your home's value.
- Feedback analysis from previous showings.
- A customized plan to get your home sold for the best possible price.

Please give me a call at [Your Phone Number] or email me at [Your Email Address]. I would love to show you how a fresh approach can make a difference.

Best regards,

[Your Name]
[Your Real Estate Agency]
[Your Website]