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

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed for sale on the Multiple Listing Service. When a home doesn't sell, it is rarely due to the house itself, but rather the marketing strategy used to reach the right buyers.

I am writing to offer you a proven marketing plan designed to get homes sold after they have expired. My approach focuses on three key pillars:

- **High-Impact Digital Exposure:** Targeted social media campaigns and premium placement on major real estate portals.
- **Strategic Positioning:** Professional photography, 3D tours, and expert staging advice to make your home stand out from the competition.
- **Proactive Prospecting:** I don't just wait for buyers to find us; I actively reach out to local agents and qualified buyers in my database.

I would love the opportunity to show you exactly how I plan to get your home sold for the best possible price in today's market. My goal is to turn your "Expired" status into "Sold."

Are you available for a brief 15-minute consultation this week? I would like to share my data-driven valuation and a copy of my marketing checklist with you.

I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number]