[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] is no longer listed on the market. I understand that having a home go "Expired" can be a frustrating experience, especially when you are ready to move on to your next chapter.

In many cases, a home fails to sell not because of the property itself, but because of the strategy behind the sale. I am writing to offer you a second chance-and a fresh perspective-on how to get your home sold for the best possible price.

My approach focuses on three key areas that are often overlooked:

- **Strategic Pricing:** Analyzing current buyer behavior to position your home competitively.
- **Enhanced Marketing:** Using professional media and targeted digital reach to find the right buyer.
- **Proactive Communication:** Providing you with consistent feedback and market updates.

I would love the opportunity to share my "Second Chance" marketing plan with you. It is a no-obligation consultation where I will show you exactly what I would do differently to achieve a successful closing.

Are you available for a brief 15-minute call or meeting this week? I am confident that with a new strategy, we can get your home sold.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number/Credentials]