

[Your Name]
[Your Agency Name]
[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 active market. I am writing because I believe your home still has great potential, and it may simply need a fresh perspective to get it sold.

When a home doesn't sell the first time, it is usually due to one of three things: marketing reach, presentation, or pricing strategy. My "Fresh Approach" system addresses these areas by:

- Utilizing high-end professional photography and virtual tours.
- Implementing a targeted digital marketing campaign to reach out-of-town buyers.
- Providing a detailed market analysis to ensure your price attracts serious offers.

I would love to offer you a no-obligation "Second Opinion" consultation. I will show you exactly why your home may not have sold and share my specific plan to get you to the closing table.

Are you available for a brief 15-minute phone call or meeting this week?

Best regards,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]