

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

[Date]

[Property Owner Name]
[Owner Mailing Address]
[City, State, Zip Code]

Re: Strategic Marketing Plan for [Property Address]

Dear [Owner Name],

I am writing to you because I have been following the listing for your property at [Property Address]. I noticed that it has been on the market for [Number] days, and I believe a fresh perspective could be the key to securing a successful sale.

When a property sits on the market, it often isn't due to the home itself, but rather a "stagnant" marketing approach. I specialize in reviving listings that have failed to sell by implementing a three-pillar strategy:

- **Visual Re-Branding:** Utilizing high-end professional photography, virtual staging, or drone footage to capture a new audience.
- **Targeted Exposure:** Moving beyond the MLS to reach specific buyer demographics through localized social media campaigns and private networks.
- **Market Positioning:** Analyzing recent neighborhood data to ensure your price point aligns with current buyer urgency.

I would appreciate the opportunity to provide you with a complimentary "Listing Audit." I will review your current marketing materials and provide three actionable changes that can increase your showing requests immediately-with no obligation to hire me.

Are you available for a brief 10-minute phone call or a coffee meeting this week to discuss how we can get your property sold?

Sincerely,

[Your Signature]

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