

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

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the active market. When a home doesn't sell, it is rarely due to the house itself; often, it is a result of shifting market conditions that require a different tactical approach.

We are currently navigating a market correction. In this environment, the strategies that worked six months ago are no longer effective. Successfully selling today requires a deep understanding of high interest rates, increased inventory, and evolving buyer expectations. If your previous marketing plan didn't account for these corrections, your home was likely positioned behind the curve rather than ahead of it.

I specialize in helping homeowners navigate these specific market shifts. My approach focuses on:

- **Real-Time Pricing:** Adjusting for current buyer demand rather than outdated sales data.
- **Targeted Exposure:** Reaching buyers who are specifically looking for value in a correcting market.
- **Aggressive Negotiation:** Ensuring you net the highest possible amount despite broader economic trends.

Your goals haven't changed, but the market has. If you are still interested in selling, I would like to offer a "Market Correction Analysis" of your home to show you exactly what it will take to get it sold in today's climate.

Please call or text me at [Your Phone Number] to schedule a brief consultation.

Sincerely,

[Your Signature]

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