

Dear [Homeowner Name],

I noticed your property at [Property Address] is no longer listed on the market. I am writing because I know how frustrating it is when a home doesn't sell, especially when you are ready to move on to your next chapter.

The real estate market has shifted significantly recently. Strategies that worked six months ago are often no longer effective today. Many homes fail to sell not because of the house itself, but because the initial pricing strategy didn't align with current buyer behavior and rising interest rates.

When a home sits on the market too long at an outdated price point, it becomes "stale" in the eyes of buyers. However, with a fresh perspective and a pricing strategy adjusted for today's specific market conditions, many expired listings can be successfully sold for top dollar.

I specialize in selling homes that other agents couldn't. I would love to offer you a complimentary "Market Reset" evaluation to show you:

- Why your home didn't sell the first time.
- Current data on what buyers in our area are actually paying right now.
- A custom marketing plan to attract serious offers immediately.

There is no obligation. Please give me a call at [Your Phone Number] or reply to this email if you would like to discuss how we can get your home sold.

Best regards,

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