

[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 market. I am writing to you because I believe you deserve the honest truth about why a home fails to sell.

When a property expires, most agents will tell you that you just need more marketing or better photos. While those things matter, the reality is often simpler and harder to hear: the market is sending a clear message about the price.

The "market value" isn't what an automated website says, or even what you need to net from the sale. It is strictly what a qualified buyer is willing to pay in today's specific economic climate. If your previous list price didn't result in an offer, it means the market saw more value in your competition than in your home at that specific number.

Selling your home requires a strategy that balances your goals with the current reality of buyer behavior. I specialize in "price-correcting" expired listings to get them moved quickly without leaving money on the table.

I would like to offer you a no-obligation "Truth in Pricing" analysis. I won't give you an inflated number just to get your listing; I will give you the actual number that will get your home sold.

Are you available for a 15-minute call this week to discuss a new strategy?

Sincerely,

[Your Signature]

[Your Printed Name]