

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your property at [Property Address] was recently taken off the market. As a local real estate professional, I have been closely following the shifts in our current housing landscape.

The market we are in today is different than it was even a few months ago. Buyers have become more selective, and interest rates have changed the math for many families. When a home doesn't sell the first time, it is rarely because of the house itself-it is usually a matter of positioning and pricing strategy relative to these new market conditions.

I specialize in relisting homes that didn't sell during their first run. My approach includes:

- A fresh analysis of current buyer demand in [Neighborhood Name].
- Updated digital marketing strategies to reach active buyers.
- A transparent discussion on pricing to ensure we attract immediate offers.

I would love to offer you a "Second Opinion" valuation. We can discuss why the previous listing may not have connected with buyers and how we can adjust our strategy to get your home sold for the best possible price in today's environment.

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

Best regards,

[Your Name]

[Your Company Name]

[Your Phone Number]

[Your Email Address]

[Your Website]