

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

[Date]

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

Dear [Homeowner Name],

I noticed that your property listing at [Property Address] recently expired. When a home doesn't sell, it is usually not due to the house itself, but rather a shift in market conditions or a need for a new pricing strategy.

The real estate market moves quickly, and what was true a few months ago may no longer apply. I have prepared a **New Market Value Assessment** for your home based on the most recent sales data and current buyer demand in your neighborhood.

I would like to share this updated valuation with you and discuss a fresh approach to getting your home sold for the best possible price. My goal is to provide you with the data you need to make an informed decision about your next steps.

Are you available for a brief 10-minute phone call or a quick meeting this week to review these new numbers?

I look forward to hearing from you.

Sincerely,

[Your Signature]

[Your Name]
[Your License Number]