

[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. When a home doesn't sell the first time, it is rarely due to the house itself; it is almost always a result of the pricing strategy in relation to current market shifts.

The market has changed, and a "Strategic Repricing" approach is often what is needed to capture the attention of qualified buyers who missed your home the first time. I specialize in helping homeowners transition from "Expired" to "Sold" by using data-driven pricing models that create immediate competitive interest.

I have prepared a Strategic Market Analysis for your property that shows:

- Why your home may have been overlooked by the current buyer pool.
- How a specific price adjustment can trigger a new wave of showings.
- A customized marketing plan to re-introduce your home as a fresh opportunity.

You still have the goal of moving, and I have the strategy to get you there. Are you available for a brief 15-minute phone call on [Day] at [Time] to discuss how we can reposition your home for a successful sale?

Sincerely,

[Your Name]

[Your Title]

[Your Company]

[Your Phone Number]

[Your Email Address]

[Your Website]