

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the active market. When a home doesn't sell, it is rarely due to the house itself, but rather a disconnect between the listing strategy and current market realities.

The real estate market has shifted significantly over the last few months. Strategies that worked a year ago are often no longer effective today. Higher interest rates and increased inventory mean that buyers are being more selective, and the "wait and see" approach is no longer enough to get a premium price.

I specialize in helping homeowners navigate these specific market shifts. My approach focuses on three key pillars:

- **Strategic Pricing:** Aligning your home with current buyer purchasing power.
- **Advanced Digital Targeting:** Reaching buyers where they are actually looking.
- **Presentation & Perception:** Overcoming the "expired" stigma to create fresh demand.

You likely still want to get your home sold and move on to your next chapter. I would like to offer you a brief, 15-minute "Market Reality Check" to show you exactly why your home didn't sell and how we can change that outcome.

Are you available for a quick call or coffee this week?

Sincerely,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Company Name]