

[Your Name]
[Your Company/Agency]
[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. Often, when a beautiful home doesn't sell, it isn't due to the house itself, but rather a misalignment between the list price and current market trends.

Selling a home today requires more than just a "For Sale" sign. It requires a **Smart Price Strategy**. A small, data-driven adjustment can be the difference between a listing that sits and a listing that receives multiple offers.

I have performed a fresh analysis of recent sales in your neighborhood. I would like to share a custom "Smart Price" plan with you that focuses on:

- Current buyer demand for homes similar to yours.
- Strategic positioning to trigger online search alerts.
- Aggressive marketing to reach active buyers immediately.

You don't necessarily need a massive price cut; you need a strategy that creates urgency. I am confident we can get your home sold quickly and for the best possible value.

Are you available for a brief 10-minute phone call or a coffee meeting this week to discuss a new approach?

Sincerely,

[Your Signature]

[Your Full Name]
[License Number, if applicable]