

[Your Name]
[Your Company]
[Your Phone Number]
[Your Email]
[Date]

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

Dear [Homeowner Name],

I noticed that your home 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 failure to adjust to the current market correction.

As you may have noticed, the real estate landscape has shifted. Interest rates and buyer behavior have changed, meaning the strategies that worked a year ago are no longer effective. Many properties "expire" simply because the previous marketing plan failed to account for this new reality.

I specialize in homes that should have sold but didn't. My approach focuses on:

- **Price Alignment:** Positioning your home to attract serious offers in a high-rate environment.
- **Aggressive Exposure:** Using targeted digital tools to reach buyers who are still active.
- **Market Data:** Providing a transparent look at what is actually selling in your neighborhood today.

I would like to offer you a "Market Correction Analysis" of your property. This is a no-obligation review to show you exactly why the home didn't sell and what specific changes will get it closed in today's climate.

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

Sincerely,

[Your Signature]

[Your Name]
[License Number]