

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed your property at [Property Address] is no longer active on the market. In today's digital world, your home's online presence is your first-and often only-chance to make an impression. When a listing expires, one of the most common reasons is that the photography failed to capture the true value of the home.

95% of buyers search online before ever visiting a property. If the photos don't stand out, buyers simply scroll past. I specialize in "Elevated Marketing," which includes:

- High-end professional architectural photography.
- Drone/Aerial views to showcase the neighborhood and lot size.
- Virtual twilight shots to create an emotional connection.
- Advanced 3D walkthroughs and floor plans.

I would love to show you how a fresh visual strategy and a new marketing approach can get your home sold for the price you deserve. I have enclosed a few examples of how I transform listings to grab buyer attention immediately.

Are you available for a brief 15-minute consultation this week? I'd like to share my specific plan for your property.

Best regards,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Website/Brokerage]