

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

[Date]

[Recipient Name]  
[Recipient Address]  
[City, State, Zip Code]

Dear [Recipient Name],

I noticed that the listing for your property at [Property Address] recently expired. When a property doesn't sell within the initial timeframe, it is rarely due to the home itself, but often due to how it was positioned in the current market.

I specialize in recovery marketing for expired listings. My approach focuses on three key areas that are often overlooked:

- Advanced digital targeting to reach high-intent buyers.
- Strategic pricing adjustments based on real-time market data.
- Enhanced visual storytelling and professional staging consultations.

I would appreciate the opportunity to provide a complimentary "Market Reset" analysis for your property. This is a no-obligation review where I will show you exactly what I would do differently to get your home sold for the best possible price.

Are you available for a brief 10-minute phone call on [Day] at [Time] to discuss a new strategy?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Full Name]  
[Your License Number/Credentials]