

[Your Name]
[Your Company Name]
[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] has been on the market for some time now. I am writing to you because I believe your home is excellent, but the current marketing strategy may be failing to show its true value.

In today's market, a "For Sale" sign and a few basic photos are not enough. Many homes sit unsold simply because of substandard marketing, poor photography, or a lack of digital exposure. This often leads to low offers or no offers at all.

I specialize in "rescue" listings-taking properties that didn't sell and re-launching them with a high-impact strategy. My approach includes:

- Professional HDR photography and 3D virtual tours.
- Targeted social media advertising to reach active buyers.
- Strategic pricing analysis to trigger multiple offers.
- Enhanced descriptions that highlight the lifestyle your home offers.

I would love to offer you a free "Marketing Audit" of your current listing. I will show you exactly why it may not be selling and how a fresh, professional approach can get you the price you deserve.

Are you available for a 10-minute phone call this week to discuss a new plan?

Sincerely,

[Your Signature]

[Your Name]
[Your License Number]