

[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. I am writing to you because I believe your home didn't fail to sell-it failed to be seen in its best light.

In today's market, the first showing happens online. If the photography doesn't capture the scale of the property or the flow of the rooms, buyers simply scroll past. I specialize in a "Marketing Overhaul" strategy specifically designed to relaunch expired listings with two key components:

- **Professional Staging:** We highlight the functionality of every room to help buyers visualize themselves living in the space.
- **Drone & Aerial Cinematography:** We use high-definition drone footage to showcase the property's perimeter, neighborhood layout, and unique exterior features that ground-level photos miss.

My goal is to create a "wow factor" that stops the scroll and drives high-quality traffic to your door. I would love to offer you a complimentary marketing evaluation of your home to show you exactly how we can change the narrative of your listing.

Are you available for a brief 15-minute conversation this week?

Best regards,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]

[Your Website]