

[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. When a high-quality home doesn't sell, it is rarely due to the house itself, but often how its "image" is being projected to potential buyers.

In today's market, the first showing happens online. If the digital image of your home doesn't capture attention within the first three seconds, buyers move on to the next listing. I specialize in redefining property images through:

- High-end architectural photography and drone angles.
- Virtual or physical staging to define living spaces.
- Targeted digital storytelling that highlights lifestyle, not just square footage.
- Advanced social media placement to reach out-of-town buyers.

I would like to offer you a "Property Image Audit." I will review your previous listing and show you exactly what changes can be made to position your home as a premium choice for buyers.

Are you available for a brief 15-minute phone call on [Day of Week] at [Time]?

Sincerely,

[Your Name]

[Your Company]

[Phone Number]

[Email Address]

[Website]