

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

[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. Often, when a home doesn't sell, it isn't because of the house itself, but because of the marketing strategy used to promote it.

In today's market, simply placing a sign in the yard and uploading photos to the MLS is rarely enough. A home requires a proactive strategy to reach the right buyers at the right time. When a listing expires, it is the perfect time to evaluate what didn't work and pivot to a more aggressive approach.

My marketing plan focuses on:

- Professional high-end photography and video tours.
- Targeted social media advertising to reach out-of-town buyers.
- Strategic pricing based on current, real-time market data.
- Maximum exposure across international real estate networks.

I would love to offer you a "Marketing Audit" of your previous listing. This is a no-obligation consultation where I will show you exactly how I would position your home differently to get it sold for the price you deserve.

Are you available for a brief 15-minute phone call or meeting this week?

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]