

[Agent Name]
[Brokerage Name]
[Phone Number]
[Email Address]
[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 premium home like yours doesn't sell, it isn't due to the property itself, but rather the marketing strategy used to reach the right audience.

In the luxury and premium market, a standard "for sale" sign and a basic MLS listing are rarely enough. These properties require a targeted, proactive approach to reach high-net-worth buyers who are specifically looking for the unique features your home offers.

My specialized marketing plan for premium properties includes:

- Professional high-definition cinematography and drone photography.
- Strategic digital placements targeting specific buyer demographics and geographic regions.
- Exclusive networking with top-tier luxury agents and private investment circles.
- Customized storytelling that highlights the lifestyle and prestige of your home.

I would appreciate the opportunity to show you exactly how I would re-position your home to get it sold for the price it deserves. Are you available for a brief 15-minute consultation this week?

I look forward to hearing from you.

Sincerely,

[Signature]
[Agent Name]