

[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. In the luxury segment, when a premier home doesn't sell, it is rarely due to a lack of value; it is usually due to a misalignment in positioning.

High-end real estate requires more than just a listing; it requires a narrative. My specialized "Repositioning Strategy" focuses on three critical pillars that traditional marketing often misses:

- **Precision Targeting:** Moving beyond local buyers to reach international and high-net-worth demographic profiles.
- **Lifestyle Branding:** Re-shooting and re-staging the home to sell an experience, not just square footage.
- **Psychological Pricing:** Analyzing recent market shifts to ensure your home is positioned as the next logical choice for qualified buyers.

I have built a reputation for stepping in when a previous listing has stalled and successfully securing a premium closing through a fresh, sophisticated approach. I would like to offer you a brief, 15-minute "Portfolio Review" to show you exactly how I would reposition your home to achieve the results you initially expected.

Are you available for a brief conversation this week?

Sincerely,

[Your Name]

[Your Title/Luxury Designation]

[Your Phone Number]

[Your Website/Email]