

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your listing at [Property Address] recently expired. For a residence of this caliber, it is rarely a lack of beauty that prevents a sale, but rather a lack of the right exposure and a fresh strategic approach.

Luxury real estate requires more than just a listing on the MLS. It requires a bespoke narrative, cinematic presentation, and a targeted global reach to high-net-worth individuals. When a premier property sits on the market, it often needs a "Fresh Perspective" to reignite interest and justify its true value to the right buyers.

I specialize in repositioning luxury estates that failed to sell the first time. My approach includes:

- Advanced digital targeting and international syndication.
- High-end lifestyle storytelling and professional staging consultation.
- A transparent, data-driven analysis of current market shifts.

I would appreciate the opportunity to share my custom marketing plan for your home. Are you available for a brief 15-minute consultation this week?

Sincerely,

[Your Name]

[Your Title/Luxury Designation]

[Your Brokerage]

[Your Phone Number]

[Your Website/Email]