

[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. Usually, when a home doesn't sell, it isn't because of the house itself, but because the right "discerning buyer" wasn't reached through targeted marketing.

I am writing to you because I specialize in identifying and attracting high-intent buyers who are looking for specific features found in homes like yours. My approach goes beyond a standard listing; I use data-driven marketing to put your home in front of professionals and families specifically seeking your neighborhood and price point.

I would like to offer you a brief, 15-minute "Marketing Audit" of your previous listing. I will show you:

- Why your home may have missed its target audience.
- The specific buyer profile currently looking for a home like yours.
- A customized plan to position your property as a premium opportunity.

There is no obligation to re-list with me. I simply want to show you how a more targeted strategy can yield the result you originally wanted.

Please call or text me at [Your Phone Number] to schedule a quick chat.

Sincerely,

[Your Name]

[Your Company/Brokerage]

[Your Phone Number]

[Your Email Address]

[Your Website]