

[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 active market. When a prestige home like yours doesn't sell, it is rarely due to the property itself, but rather a lack of high-tier exposure and strategic positioning.

In the luxury market, your home is not just a building; it is a lifestyle. Selling it requires more than just a sign in the yard. It requires a comprehensive marketing revamp, including:

- Cinematic high-definition videography and drone storytelling.
- Architectural photography that captures the home's unique character.
- Targeted digital placement reaching high-net-worth individuals globally.
- Exclusive staging consultations to maximize emotional appeal.

I specialize in auditing expired listings to identify exactly why they didn't sell and implementing a fresh, sophisticated strategy to get them closed. I would like to offer you a complimentary "Marketing Audit" of your property to show you how a different approach will yield different results.

Are you available for a brief 15-minute conversation this week to discuss a new direction for your sale?

Sincerely,

[Your Name]

[Your Title/Company]

[Phone Number]

[Email Address]

[Website]