

[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. I am writing to you because I specialize in selling homes that other agents were unable to close.

When a high-quality home doesn't sell, it is rarely the fault of the property itself. Usually, it is a result of a generic marketing plan that failed to reach the right buyer. I do things differently. I create a **Bespoke Marketing Strategy** specifically tailored to the unique features of your home.

My custom approach includes:

- Professional lifestyle cinematography and architectural photography.
- Targeted digital advertising reaching high-net-worth buyers.
- A dedicated property narrative that highlights the "soul" of the home.
- Strategic positioning to ensure your home stands out from the competition.

I would appreciate the opportunity to share my custom marketing plan with you. There is no obligation to list with me; I simply want to show you how a bespoke strategy can achieve the result you originally intended.

Are you available for a brief 15-minute consultation this week?

Sincerely,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Website/Company Name]