

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the market. While most people see an expired listing as a setback, I see a specific type of hidden value in your home that the previous marketing may have missed.

Many buyers today lack the vision to see "what could be." They struggle to look past cosmetic details to see the structural integrity and renovation potential that your home offers. I specialize in helping buyers visualize the "after" photo, which is often the key to unlocking a higher sales price.

I have a specific strategy for marketing homes with renovation potential that focuses on:

- Identifying the highest ROI improvements for a future buyer.
- Providing conceptual floor plans or digital renderings.
- Targeting investors and renovation-minded families who pay a premium for "good bones."

Before you decide on your next steps, I would love to share my "Value-Add Analysis" for your property. There is no obligation, just a fresh perspective on how to position your home to sell.

Please give me a call at [Your Phone Number] or email me at [Your Email Address] if you would like to chat for a few minutes.

Best regards,

[Your Name]

[Your Company Name]

[Your Website]