

[Your Name]
[Your Company]
[Your Phone Number]
[Your Email Address]

[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. While many agents shy away from homes that need a little "Tender Loving Care," I specialize in seeing the hidden potential that others might miss.

Properties with renovation potential require a specific marketing strategy. It isn't just about selling a house; it's about selling a vision to the right investor or a buyer looking for a "fixer-upper" project. If your home didn't sell, it may simply be that the previous marketing didn't reach the right audience or highlight the specific equity opportunities your property offers.

I have a database of contractors, investors, and creative buyers who are actively looking for homes exactly like yours. I would love to show you how we can position your home to highlight its "good bones" and renovation upside to get it sold for the best possible price.

Are you still interested in selling if the right offer came along? If so, I would love to stop by for 15 minutes to share my specialized plan for properties with high potential.

I look forward to hearing from you.

Sincerely,

[Your Name]
[Your License Number/Title]