

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed your property at [Property Address] is no longer listed on the market. When a home with great potential doesn't sell, it is usually not because of the house itself, but because the "strategic updates" needed to attract today's buyers weren't highlighted correctly.

I specialize in properties that need a little extra attention to cross the finish line. My approach is different: I focus on identifying the specific, low-cost repairs or staging adjustments that offer the highest return on investment. I work with a network of investors and renovation-minded buyers who specifically look for homes like yours.

Before you decide to take the house off the market permanently or list with another agent, I would like to share my "**Fixer-Upper Strategic Pivot Plan**" with you. This plan includes:

- A targeted list of high-impact, low-cost updates.
- Aggressive marketing aimed at renovation-loan buyers.
- Professional photography that highlights "good bones" and potential.

I am confident we can get your home sold for the price it deserves. Are you available for a 15-minute consultation this week to discuss a fresh strategy?

Sincerely,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Website/Company]