

[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 home doesn't sell, it is rarely due to the house itself, but often because the market didn't see the specific value it was looking for.

In today's market, buyers are paying a significant premium for "move-in ready" homes. Often, small, strategic renovations can yield a 2x or 3x return on investment, making the difference between a property that sits and a property that sells for over asking price.

I specialize in helping homeowners identify the highest ROI improvements-those that cost the least but add the most perceived value to buyers. I would like to offer you a **Free Renovation ROI Consultation**. During this brief meeting, I will show you:

- Which specific upgrades will actually put more money in your pocket.
- The "minor" repairs that might be causing buyers to walk away.
- How to market your home's potential to attract the highest offers.

There is no obligation to list with me again. My goal is simply to show you how a few smart changes can maximize your final sale price.

Are you available for a 15-minute walkthrough this week? Please call or text me at [Your Phone Number].

Sincerely,

[Your Name]

[Your Company/Brokerage]

[Your Phone Number]

[Your Email Address]

[Your Website]