

[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 home at [Property Address] is no longer listed on the market. When a listing expires, it usually isn't because the home didn't have value, but because the strategy used didn't effectively tap into your home's equity.

In today's market, maximizing your equity requires more than just a sign in the yard. It requires a specific plan to highlight the features that buyers are willing to pay a premium for. My goal is to help you walk away with the highest possible return on your investment.

I have prepared a "Maximum Equity Assessment" for your property. This report shows:

- Current market trends affecting your specific neighborhood.
- Strategic improvements that offer the highest return on investment.
- A customized marketing plan designed to attract high-value offers.

You have worked hard to build equity in your home. You deserve a professional who will work just as hard to protect it. I would love to spend 15 minutes showing you how my approach is different from what was previously attempted.

Please give me a call at [Your Phone Number] or reply to this letter to schedule a brief consultation.

Sincerely,

[Your Signature]

[Your Name]  
[Your License Number/Credentials]