

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

[Date]

[Homeowner Name]  
[Property Address]  
[City, State, Zip Code]

Dear [Homeowner Name],

I noticed that your listing at [Property Address] has recently expired. When a home doesn't sell, it is rarely due to the house itself; usually, it is a result of a pricing strategy that didn't align with current market data.

In today's market, "guessing" a price or relying on outdated comparables can result in a property sitting stagnant. I specialize in a **Data-Driven Pricing Strategy** that moves beyond basic estimates. My approach analyzes:

- Real-time absorption rates in [Neighborhood Name].
- Predictive analytics regarding buyer search patterns.
- Price-point elasticity to ensure maximum interest in the first 14 days.

My goal is not just to list your home, but to use hard data to position it as the most compelling option for qualified buyers currently in the market.

I would like to share a 10-minute "Market Correction Analysis" with you. This report will show you exactly why the previous strategy may have fallen short and how a data-centric approach can get you moved on your timeline.

Are you available for a brief call or a meeting this week?

Sincerely,

[Your Signature]

[Your Name]  
[License Number, if applicable]