

[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. When a high-quality home doesn't sell, it is rarely due to the property itself, but rather a misalignment in the data-driven strategy used to position it.

I specialize in an analytical approach to real estate. Instead of relying on traditional marketing alone, I perform a forensic audit of your previous listing period to identify exactly why the market did not respond. My process focuses on three specific variables:

- **Market Absorption Analysis:** Evaluating the current rate of sales for your specific price bracket.
- **Micro-Market Value Positioning:** Adjusting for seasonal fluctuations and hyper-local inventory shifts.
- **Digital Conversion Metrics:** Analyzing how many potential buyers viewed your home online versus how many requested a physical showing.

I have prepared a preliminary "Market Re-Entry Report" for your property. This document outlines the objective data points that will move your home from "expired" to "sold."

If you are still interested in selling, I would like to share these findings with you. I am available for a brief 15-minute consultation this week to review the numbers.

You can reach me directly at [Your Phone Number] or via email at [Your Email Address].

Sincerely,

[Your Name]

[Your Title/Company]

[Your Website]