

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your property at [Property Address] recently came off the market. When a home doesn't sell, it is rarely due to the house itself, but rather a result of the data and strategy used to position it.

I have prepared a **Statistical Market Review** specifically for your property. This report goes beyond a simple valuation and analyzes:

- **Market Velocity:** How many homes in your price point sold versus expired in the last 90 days.
- **Showing-to-Contract Ratio:** The average number of tours required to generate an offer in your specific neighborhood.
- **Pricing Brackets:** Where the "sweet spot" of buyer searches is currently sitting for homes like yours.
- **Feedback Analysis:** Common denominators why buyers chose competing properties over yours.

The goal of this review is to provide you with the facts needed to decide whether to relist, lease, or wait. No pressure and no sales pitch-just the data you need to make an informed decision.

If you would like a digital or physical copy of this statistical breakdown, please call or text me at [Your Phone Number].

Sincerely,

[Your Name]

[Your Company/Brokerage]

[Your Phone Number]

[Your Email Address]

[Your Website]