

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your listing at [Property Address] recently expired. When a home doesn't sell, it is rarely due to the house itself, but rather the strategy used to position it in the current market.

I have performed a comprehensive data audit on your previous listing. My analysis of the local market trends over the last 90 days reveals three specific reasons why your home stayed on the market:

- **Digital Engagement Gap:** Data shows where potential buyers lost interest in your online profile.
- **Market Positioning:** A comparison of "Pending" vs. "Expired" properties in your specific price bracket.
- **The 14-Day Window:** Why the initial momentum stalled based on local buyer traffic patterns.

I don't just "list" homes; I use market analytics to ensure they sell. I have prepared a **Custom Market Correction Report** for your property that outlines the exact price adjustments and marketing pivots needed to secure a successful sale.

Are you available for a brief 15-minute "Strategy Audit" this week? I would like to show you the data and my plan to get your home moved.

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

Best regards,

[Your Name]

[Your Company/Brokerage]

[License Number]

[Website URL]