

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

[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 home doesn't sell, it is rarely due to the house itself, but often because the marketing didn't reach the right audience.

I have just completed a detailed analysis of the current buyer demographics for [Neighborhood/City Name]. My data shows exactly where the buyers for homes like yours are moving from, their average income levels, and the specific features they are searching for right now.

While your previous marketing may have been broad, I specialize in "Targeted Demographic Marketing." By using the data I have gathered, I can place your home directly in front of the specific group of buyers most likely to write an offer on a property in your price point.

I would like to share this demographic report with you and show you how we can use this information to get your home sold. There is no obligation, and the data is yours to keep.

Are you available for a brief 15-minute phone call on [Day of Week] at [Time] to discuss these findings?

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number if applicable]