

[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 active market. When a home doesn't sell, it is rarely due to the home itself, but often due to a shift in market data that wasn't addressed.

Success in today's real estate market comes down to three specific metrics. Here is how your local area currently compares:

- **Average Days on Market:** [Number] days. (Your home was listed for [Number] days).
- **List-to-Sale Price Ratio:** [Percentage]%. (This indicates how much room buyers feel they have to negotiate).
- **Inventory Absorption Rate:** [Number] months. (This tells us if we are currently in a Buyer's or Seller's market).

When these metrics are not aligned with your listing strategy, a home can sit on the market longer than necessary. I have prepared a "Market Correction Analysis" specifically for your address to show you exactly what changed since you first listed.

If you are still interested in selling, I would like to share these metrics with you. Are you available for a brief 15-minute phone call on [Day] at [Time]?

Sincerely,

[Your Name]

[Your Company]

[Phone Number]

[Email Address]

[Website URL]