

[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 house itself, but often due to the data used to position it.

I have just completed a deep-dive analysis of the historical sales data in your specific neighborhood. This data shows exactly why certain homes in your area have sold recently while others have expired. The market has shifted, and the strategy used sixty days ago may no longer be effective today.

I would like to share this data with you. It includes:

- Actual final sale prices of nearby comparable homes.
- Average days on market for successful closings versus expired listings.
- Current buyer demand trends for homes with your specific floor plan.

I am available for a brief 15-minute phone call to go over these numbers with you. There is no obligation to list with me; I simply want to ensure you have the most accurate information to make the best decision for your future.

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

Sincerely,

[Your Name]

[Your Company Name]

[Your License Number]