

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

[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 rather a lack of an evidence-based marketing strategy designed to reach the right buyers.

In today's market, "guessing" doesn't work. I use a data-driven marketing plan that focuses on three specific pillars:

- **Predictive Analytics:** Identifying exactly where your most likely buyers are moving from.
- **Targeted Digital Saturation:** Using search data to place your home in front of active shoppers, not just passive browsers.
- **High-Conversion Presentation:** Utilizing professional psychological staging and visual storytelling backed by consumer eye-tracking studies.

My goal is not just to list your home, but to use proven metrics to get it sold for the highest possible price. I have included a brief summary of the market data for your neighborhood and how my specific strategy differs from traditional methods.

Are you available for a 15-minute consultation this week? I would like to show you the specific evidence and data I would use to get your home sold.

Sincerely,

[Your Signature]

[Your Printed Name]
[License Number, if applicable]