

[Your Name]
[Your Company]
[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 active market. When a home doesn't sell, it is rarely due to the house itself, but often due to a disconnect between the "Days on Market" (DOM) and the current neighborhood absorption rate.

I have performed a statistical analysis of recent sales in your area and identified three key data points regarding your listing:

- **Average Days to Contract:** The neighborhood average is currently [Number] days, while your listing sat for [Number] days.
- **Price Bracket Saturation:** There are currently [Number] competing homes in your price range, creating a high inventory-to-buyer ratio.
- **The "Stale" Threshold:** Statistics show that in our local market, buyer interest drops by [Percentage]% once a listing passes [Number] days on market.

When a home stays on the market too long, it develops a "market stigma" that leads to lower offers. My strategy focuses on a "reset" approach that uses data-driven pricing and aggressive marketing to trigger a fresh wave of buyer urgency within the first 14 days of re-listing.

I would like to share my full statistical report and a custom plan to get your home sold. Are you available for a brief 10-minute phone call on [Day] at [Time]?

Sincerely,

[Your Signature]
[Your Printed Name]