

[Your Name]  
[Your Company]  
[Your Phone Number]  
[Your Email]

[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 often due to a misunderstanding of the current local absorption rate.

The absorption rate measures how quickly homes are selling in your specific neighborhood. Currently, the data for your area shows a [Number] month supply of inventory. This means that based on current buyer demand, it takes an average of [Number] days for a home to go from "Listed" to "Sold."

If your previous marketing strategy did not align with these specific statistics, it explains why the home remained on the market. I have prepared a custom Absorption Rate Analysis for your property that shows:

- Exactly how many buyers are active in your price point right now.
- The rate at which competing homes are entering the market.
- The specific price window required to trigger an immediate offer.

I would like to send you this data so you can make an informed decision about your next steps. Are you available for a 5-minute phone call on [Day] at [Time] to review these numbers?

Sincerely,

[Your Signature]

[Your Name]