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

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip Code]

Dear [Homeowner Name],

I am writing to you because I noticed that the listing for your property at [Property Address] has recently expired. As a specialist in heritage and historic homes, I understand that properties with architectural significance require a different approach than standard residential listings.

Heritage homes are unique assets. They possess a character, history, and craftsmanship that cannot be replicated. However, these same traits often mean they require a specific marketing strategy to reach the right buyers-those who value preservation and are willing to pay a premium for a piece of history.

The failure of a heritage property to sell is rarely due to the home itself, but often due to how its "story" is being told to the market. My approach focuses on:

- Highlighting the specific architectural details and historical provenance.
- Targeting niche demographics of historic home enthusiasts.
- Navigating the complexities of heritage designations and preservation easements.

I would appreciate the opportunity to share my custom marketing plan for historic estates and discuss how we can get your property the attention it deserves. Are you available for a brief 15-minute consultation this week?

I look forward to hearing from you and learning more about the history of your home.

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number/Credentials]