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

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

Dear [Homeowner Name],

I recently noticed that your listing for [Property Address] has expired. As a professional with a deep appreciation for [Neighborhood/City]'s architectural heritage, I wanted to reach out specifically because your home is a significant piece of our local history.

Selling a historic property requires a different approach than selling a modern home. Standard marketing often fails to highlight the unique craftsmanship, period details, and the "story" that buyers of historic homes are looking for. These buyers are not just looking for square footage; they are looking for stewardship.

My expertise lies in connecting historic homes with the right audience by:

- Highlighting specific architectural styles and preservation efforts.
- Navigating the complexities of historic district regulations and tax credits.
- Utilizing a network of buyers who value character over contemporary trends.

I would love the opportunity to discuss why your home may not have sold and share a customized marketing plan designed to honor its legacy. I am available for a brief phone call or a walkthrough of the property at your convenience.

Thank you for your time and for your commitment to preserving our community's history.

Sincerely,

[Your Signature]
[Your Printed Name]
[Your Website/Social Media Link]