

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

[Date]

[Builder Name/Company Name]  
[Builder Address]  
[City, State, Zip]

Re: [Property Address or Subdivision Name]

Dear [Builder Name],

I am writing to you because I noticed that your listing for the property at [Property Address] recently expired. As a specialist in the local new construction market, I understand that selling a spec home or a custom build requires a different strategy than a typical resale home.

When a new construction listing doesn't sell, it is rarely due to the quality of the build. Usually, it comes down to digital exposure, builder-specific financing incentives, or how the "lifestyle" of the new community is being communicated to buyers.

I have a proven marketing plan specifically designed for builders that includes:

- Targeted digital ads reaching buyers looking specifically for new builds.
- Professional drone photography and virtual walkthroughs.
- Strategic open house events for the local broker community.
- Advice on current buyer trends and "must-have" finishes.

I would appreciate the opportunity to show you how I can get your inventory moved so you can focus on your next project. Are you available for a brief 10-minute phone call on [Day of Week] at [Time]?

I look forward to hearing from you.

Sincerely,

[Your Signature]

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