

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

[Date]

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

Dear [Builder Name],

I am writing to you regarding your property at [Property Address], which recently came off the market. As an active professional in the [City Name] real estate market, I have been tracking this inventory and believe a fresh marketing perspective is all that is needed to secure a buyer.

The challenge with "aged" builder inventory is often not the product itself, but the market's perception of it. To combat this, I have developed a specialized **Builder Recovery Strategy** designed to re-introduce your properties to the market with a sense of urgency and newness. My approach includes:

- **Visual Refresh:** New lifestyle-focused photography and virtual staging to help buyers visualize the lived-in potential.
- **Agent-to-Agent Targeting:** A direct campaign to the top 10% of local agents who represent active buyers in this price point.
- **Enhanced Incentives Marketing:** Clear communication of builder warranties and buy-down programs to offset current interest rate concerns.
- **Digital Retargeting:** High-frequency social media ads specifically targeting users who have viewed similar new construction.

I would like to offer you a brief, 15-minute consultation to present my specific market analysis for your remaining units and show you how we can move this inventory before the next quarter.

I will follow up with your office in a few days to see if we can find a time to connect. Alternatively, please feel free to reach me directly at [Your Phone Number].

Best regards,

[Your Signature]

[Your Printed Name]
[Your Professional Title]