

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

[Date]

[Builder/Developer Name]
[Company Name]
[Address]

Re: [Property Address/Development Name]

Dear [Builder Name],

I noticed that your listing for [Property Address] recently expired. When a high-quality new construction project doesn't sell, it is rarely due to the product itself; it is usually a result of a stagnant marketing strategy or a shift in buyer psychology within the current market.

I specialize in relisting builder inventory by implementing a "Refresh and Relaunch" strategy. Unlike a standard listing, my approach for development projects includes:

- **Market Recalibration:** A deep dive into current absorption rates for new builds in the immediate area.
- **Staging & Digital Transformation:** Enhancing visual assets to help buyers visualize the finished lifestyle, not just the construction.
- **Targeted Broker Outreach:** Directly engaging top-producing agents who are currently representing active buyers in this price point.
- **Updated Incentive Packages:** Reviewing closing cost credits or rate buy-down options to overcome current financing hurdles.

I understand that every day this property sits off the market represents carrying costs for your business. I have a specific plan to get this project back in front of the right audience with a fresh perspective.

Are you available for a brief 15-minute meeting this week to discuss a new trajectory for this listing?

Sincerely,

[Your Signature]

[Your Name]
[License Number, if applicable]