

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

[Date]

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

Dear [Homeowner Name],

I noticed that your listing at [Property Address] recently expired. When a high-quality, builder-constructed home like yours doesn't sell, it is rarely due to the property itself. Usually, it is a matter of positioning, digital exposure, and specialized representation.

Newer construction and builder homes require a different marketing approach than standard resale properties. Buyers in this segment are looking for specific architectural details, modern energy efficiencies, and the "turn-key" luxury lifestyle your home offers.

My premium representation service includes:

- High-definition cinematic video tours and drone photography.
- Targeted digital advertising reaching luxury buyers in high-growth markets.
- Customized staging consultations to highlight modern builder finishes.
- A strategic "Re-Launch" plan to create immediate urgency.

I would like to offer you a complimentary "Market Reset" analysis. I will show you exactly why the home didn't sell the first time and provide a data-driven strategy to get it closed.

Are you available for a brief 15-minute call or meeting this week?

Sincerely,

[Your Signature]

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