

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

[Date]

[Builder Name]
[Construction Company Name]
[Address]

Re: Strategic Inventory Liquidation for [Development Name/Site Address]

Dear [Builder Name],

I am writing to you because I have been tracking the progress at [Development Name]. I noticed that [Number] of your completed units have been on the market for over [Number] days. As carrying costs continue to impact your bottom line, I would like to offer a specialized strategy to move this stagnant inventory immediately.

While the market conditions have shifted, the demand for new construction remains high if positioned correctly. My team specializes in "re-launching" standing inventory by implementing the following:

- **Targeted Buyer Matching:** Access to a database of qualified buyers specifically looking for immediate move-in opportunities.
- **Aggressive Digital Marketing:** High-frequency social media campaigns and premier placement on real estate portals.
- **Creative Financing Solutions:** Partnering with lenders to offer rate buy-downs that make your units more affordable than resale homes.
- **Enhanced Staging & Photography:** Refreshing the visual appeal to differentiate your units from older listings.

I have successfully helped builders in [Local Area] clear their books so they can focus their capital on the next phase of development. I would like to schedule a 15-minute meeting to show you the specific data on why these units haven't moved and my plan to get them under contract within the next 30 days.

Are you available for a brief call or coffee this [Day of the Week] at [Time]?

Sincerely,

[Your Signature]

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