

[Date]

[Builder/Developer Name]

[Company Name]

[Address]

[City, State, Zip]

Re: [Property Address / Subdivision Name]

Dear [Builder Name],

I noticed that your listing at [Property Address] has recently expired. When a new construction project sits on the market, it doesn't just cost you time; it affects your capital turnover and your bottom line.

The strategy for selling brand-new inventory is fundamentally different from selling a resale home. To achieve your maximum return, you need more than just an MLS entry. You need a proactive marketing plan that emphasizes the value of your craftsmanship, the warranty benefits, and the lifestyle of a never-lived-in home.

I specialize in moving stalled new construction inventory by focusing on:

- **High-Impact Digital Targeting:** Reaching buyers specifically looking for new builds.
- **Staging & Presentation:** Ensuring the "unfinished" or "empty" feel is replaced with a vision of home.
- **Incentive Structuring:** Identifying the right buyer concessions that protect your price point.
- **Rapid Feedback Loops:** Aggressive follow-up with every agent and prospect who walks through the door.

I would like to offer you a 15-minute "Market Reset" consultation. I will share the specific data on why the property didn't move and present a custom plan to get it sold so you can move on to your next project.

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

Sincerely,

[Your Name]

[Your Title/Company]

[Phone Number]

[Email Address]

[Website]