

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

[Date]

[Builder/Owner Name]
[Company Name]
[Property Address]

Subject: Strategic Plan to Sell [Property Address]

Dear [Builder Name],

I noticed that your property at [Property Address] is no longer listed on the market. When a new construction home fails to sell during its initial listing period, it is rarely due to the quality of the build. Usually, it is a result of market positioning or a lack of specific buyer targeting.

New construction requires a different marketing approach than resale homes. My goal is to reduce your days on market by implementing the following:

- Targeted digital ads aimed at buyers looking specifically for new builds.
- Enhanced professional staging or virtual renderings to help buyers visualize the finished lifestyle.
- Aggressive follow-up with local agents who specialize in new home sales.
- A revised pricing strategy based on real-time neighborhood competition.

I specialize in moving properties that didn't sell the first time. I would like to offer you a brief 15-minute consultation to show you my plan for getting this home sold so you can move on to your next project.

Are you available for a quick call or a site visit this week?

Best regards,

[Your Signature]
[Your Name]
[License Number]