

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

[Builder/Project Manager Name]
[Company Name]
[Address]

Subject: Strategic Market Reset for [Project Name/Address]

Dear [Builder Name],

I noticed that the listings for [Project Name/Specific Units] recently expired. When a high-quality new construction project remains on the market, it is rarely a reflection of the build quality, but rather a need for a strategic market reset.

The "First 30 Days" window is critical for new builds. Once a listing expires, it provides a unique opportunity to relaunch with a fresh perspective. I specialize in relisting builder inventory by focusing on three key areas:

- **Targeted Buyer Profiling:** Adjusting the marketing message to reach the specific demographic currently active in [Neighborhood/Area].
- **Digital Asset Audit:** Updating photography, virtual tours, and staging to ensure the property stands out against newer competition.
- **Incentive Restructuring:** Implementing creative financing or builder concessions that appeal to today's interest-rate-sensitive buyers.

I have analyzed your previous listing data and have identified specific adjustments that can move these units within the next [Number] days.

Are you available for a brief 10-minute meeting on [Day] or [Day] to discuss a custom relaunch plan for this project?

Sincerely,

[Your Signature]
[Your Full Name]
[License Number/Brokerage]