

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

[Date]

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

Dear [Homeowner Name],

Happy New Year! I noticed that your property listing at [Property Address] expired as the holiday season came to a close. While it may be disappointing that your home didn't sell before the end of the year, the start of January brings a fresh wave of motivated buyers who are eager to find a new home for the new year.

Many sellers choose to wait until spring, but right now inventory is typically lower, meaning your home faces less competition. With a renewed strategy and a fresh perspective, we can capitalize on this January "reset" to get your home sold for the price you deserve.

I would love to offer you a complimentary New Year market analysis and discuss why your home may not have sold during the previous term. My goal is to help you start this year with a successful closing.

Are you available for a brief 15-minute phone call or a meeting this week to discuss your plans for the property?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Name]
[License Number, if applicable]