

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed that your property listing recently expired. While the holiday season is often a time when people take their homes off the market, it is actually a unique window of opportunity for sellers.

Serious buyers don't stop looking during the holidays. In fact, buyers active right now are often highly motivated to close before the new year. Furthermore, with many other sellers waiting until spring to list, your home faces significantly less competition today.

I specialize in helping homeowners successfully relaunch their listings with a fresh strategy. My approach includes:

- A professional review of why the property didn't sell the first time.
- Strategic pricing for the current winter market.
- High-impact marketing to reach serious buyers during the festive season.

If you are still interested in selling, I would love to discuss how we can get your home sold before the start of the new year. Are you available for a brief 10-minute phone call tomorrow to discuss a new plan?

Warmest wishes for a happy holiday season,

[Your Name]

[Your Real Estate Agency]

[Phone Number]

[Email Address]

[Website]