

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

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] was recently on the market but did not sell. With the spring season officially here, I am reaching out because this is the most active time of year for real estate in our area.

Spring brings a fresh wave of motivated buyers who are eager to settle into a new home before summer. Often, when a home doesn't sell the first time, it isn't the house itself that is the problem-it is often a matter of timing, professional photography, or a specific marketing strategy that didn't reach the right audience.

I specialize in helping homeowners relist and successfully sell properties that didn't move the first time. I would love to offer you a free, no-obligation "Spring Market Analysis" to show you exactly what is happening in our local neighborhood right now and how we can position your home to stand out among the new competition.

Are you available for a brief 15-minute phone call or a coffee meeting this week to discuss a fresh approach for your home?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]
[Your License Number - if applicable]