

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

[Date]

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

Dear [Homeowner Name],

I noticed that your property at [Property Address] is no longer listed on the market. Often, when a listing expires, it isn't because of the house itself, but rather the timing or the specific strategy used during the previous season.

With a new season comes a fresh set of active buyers and a change in market inventory. If you are still interested in selling, a new season requires a better strategy. I specialize in helping homeowners identify why their home didn't sell the first time and implementing a refreshed marketing plan to get it closed.

My approach includes:

- Updated market analysis based on current seasonal trends.
- Enhanced digital marketing and high-end photography.
- A proactive communication plan to keep you informed.

Are you open to a 15-minute conversation to discuss a new strategy for this season? I would love to show you how we can achieve a different result this time around.

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Name]