

[Your Name]
[Your Company/Brokerage]
[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 on the market recently but did not sell. Now that spring has arrived, the real estate market is beginning its busiest and most active season.

Spring brings a fresh wave of motivated buyers who are looking to move before summer. If you are still interested in selling, this is the ideal time to reintroduce your home to the market with a fresh perspective and a new strategy.

In the current spring market, small changes in presentation and pricing can make a significant difference. I would love to share a brief market update with you and show you how we can position your home to stand out among the new competition.

Are you available for a 15-minute phone call or a brief visit this week to discuss your goals for the season?

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]