

[Your Name]
[Your Luxury Brand/Agency]
[Phone Number]
[Email Address]
[Website]

[Date]

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

Dear [Homeowner Name],

I noticed that your beautiful property at [Property Address] is no longer listed on the active market. In a unique coastal market such as ours, a luxury home not selling is rarely a reflection of the property itself, but rather a sign that the specific "lifestyle narrative" required to attract high-net-worth buyers was not fully realized.

Coastal luxury real estate demands a specialized approach. It requires more than just a listing; it requires a global reach, high-production cinematic marketing, and a deep understanding of the technicalities inherent to waterfront living—from riparian rights to specialized coastal construction.

I specialize in resetting the narrative for premier coastal estates. My strategy focuses on:

- Targeted digital placement reaching out-of-area and international buyers.
- Strategic lifestyle storytelling that highlights the unique waterfront experience.
- A proactive, high-touch communication plan to ensure your goals are met.

If you are still interested in selling, I would welcome the opportunity to provide a fresh perspective and a customized marketing plan designed to move your property from "Expired" to "Sold."

I will follow up with you in a few days, or feel free to call me directly at [Phone Number] to schedule a confidential consultation.

Best regards,

[Your Signature]

[Your Printed Name]
[License Number, if required]