

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I am writing to you because I recently noticed your beautiful property at [Property Address]. As a specialist in lakefront real estate, I understand that selling a home on the water requires a different strategy than selling a standard suburban house.

Lakefront living is a lifestyle, and your marketing should reflect that. If your home hasn't sold yet, it may simply need a fresh perspective and a more targeted approach. I specialize in highlighting the unique features that water-access buyers look for, including shoreline quality, dock specifications, and sunset views.

My "Fresh Start" marketing plan for your home includes:

- Professional drone photography and cinematic video tours.
- Targeted digital advertising reaching out-of-town buyers looking for vacation homes.
- Detailed lifestyle descriptions focusing on lake activities and local amenities.
- High-end property brochures designed specifically for luxury lakefront listings.

I would love to offer you a complimentary, no-obligation "Marketing Audit" of your property. I will show you exactly how I would position your home to attract the right buyers and get it sold for the best possible price.

Are you available for a brief 15-minute phone call or a coffee this week?

Best regards,

[Your Name]

[Your Company]

[Phone Number]

[Email Address]

[Website]