

[Your Name]
[Your Company/Agency]
[Your Phone Number]
[Your Email Address]
[Your Website]

[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. Usually, when a home doesn't sell, it isn't because of the house itself-it is because of the marketing strategy.

The market has shifted, and the "traditional" way of selling homes is no longer enough. To get your home sold for the highest possible price, you need a fresh approach that targets today's specific buyer pool.

I specialize in selling homes that other agents couldn't. My marketing plan includes:

- High-end professional lifestyle cinematography (not just photos).
- Targeted social media advertising to reach out-of-town buyers.
- Strategic price positioning based on current real-time data.
- A proactive outreach program to the top 100 agents in our area.

I would love to offer you a 15-minute "Marketing Audit" of your previous listing. I will show you exactly why it didn't sell and share my strategy for getting it closed this time.

Are you available for a brief call or a coffee meeting this week?

Best regards,

[Your Signature]

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