

[Your Name]
[Your Company/Agency]
[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 recently taken off the market. I understand how frustrating it can be when a home doesn't sell the first time, especially when you have put so much effort into the process.

In many cases, a home fails to sell not because of the property itself, but because of a missed opportunity in positioning, marketing, or timing. Selling on the second try requires a different strategy than the first-one focused on identifying exactly what held buyers back and correcting it immediately.

I specialize in "re-launching" expired listings. My approach includes:

- A detailed review of previous buyer feedback to identify objections.
- Advanced digital marketing to reach a fresh pool of qualified buyers.
- Strategic pricing adjustments based on real-time market data.
- Professional staging advice to maximize your home's visual appeal.

My goal is to help you get the highest possible value for your home with a clear, stress-free plan. I would love to offer you a "Second Opinion" valuation and a strategy session to show you how we can achieve a different result this time.

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

Sincerely,

[Your Signature]

[Your Printed Name]
[Your License Number - if applicable]