

Subject: Strategic Update: Re-positioning your property for a successful sale

Dear [Homeowner Name],

I noticed that your listing at [Property Address] recently expired. When a high-quality home doesn't sell in this market, it is rarely due to the house itself, but rather how the home is being presented to potential buyers.

In today's digital-first real estate market, buyers make a decision within seconds of viewing photos online. My specialized **Post-Expiration Staging Strategy** is designed to intervene and fix the "visual friction" that may have prevented your previous sale.

My approach includes:

- **Targeted Room Refresh:** Focusing on high-impact areas like the kitchen and primary suite.
- **Strategic Furniture Reconfiguration:** Improving flow and perceived square footage.
- **High-Conversion Photography:** Re-shooting the home with a focus on lifestyle and emotional appeal.

I would like to offer you a complimentary 20-minute "Staging Intervention" walkthrough. I will provide three specific visual changes that will immediately increase your home's perceived value without a major investment.

Are you available this [Day of Week] or [Day of Week] for a brief visit?

Best regards,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]