

[Your Name]  
[Your Company]  
[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] is no longer listed on the active market. When a home doesn't sell the first time, it usually isn't because of the house itself, but rather the strategy used to position it.

I specialize in "Relisting Strategy"-a specific approach designed for homes that didn't sell during their initial listing period. My process focuses on three key areas that are often overlooked:

- **Market Repositioning:** Identifying why the previous marketing didn't attract the right buyer.
- **Enhanced Digital Exposure:** Utilizing advanced targeting to reach buyers who missed your home the first time.
- **Feedback Analysis:** Reviewing previous showing data to overcome specific buyer objections.

I would like to offer you a "Second Opinion Review" of your property. This is a brief, no-obligation consultation where I will show you exactly how my strategy differs and how we can get your home sold for the price you deserve.

Are you available for a 15-minute phone call this week to discuss a new plan of action?

Sincerely,

[Your Signature]

[Your Name]  
[License Number, if applicable]