

[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, it is rarely due to the house itself, but often due to a shift in local market trends that wasn't addressed in the initial strategy.

The real estate landscape in [Neighborhood/City] has changed recently. Here are a few trends currently impacting home sales in our area:

- **Buyer Demand:** [Insert brief trend, e.g., Inventory levels are rising, giving buyers more choices.]
- **Pricing Sensitivity:** [Insert brief trend, e.g., Properties priced within 5% of market value are selling 20 days faster than others.]
- **Marketing Reach:** [Insert brief trend, e.g., High-definition video tours are now a requirement for out-of-state buyers.]

I specialize in analyzing these specific market shifts to help homeowners reposition their properties for a successful sale. I would like to offer you a "Market Refresh" consultation to show you exactly what is happening in our local market right now and how we can use that data to get your home sold.

Are you available for a brief 15-minute phone call this week? You can reach me directly at [Your Phone Number] or reply to this email.

Sincerely,

[Your Name]

[Your Company]

[Your Phone Number]

[Your Email Address]

[Your Website]