

[Date]

[Homeowner Name]

[Property Address]

[City, State, Zip]

Dear [Homeowner Name],

I noticed your home at [Property Address] is no longer listed for sale. When a property doesn't sell, it's rarely because of the house itself; usually, it's because the marketing didn't keep up with the shifting trends in our specific neighborhood.

The real estate market in [Neighborhood Name] has changed significantly in the last 30 days. While the broader city market might be slow, hyper-local demand for homes like yours remains high-if positioned correctly for today's specific buyers.

I specialize in [Neighborhood Name] and have analyzed why your home may not have sold. I have a strategy designed for this current shift that focuses on:

- Targeting active buyers specifically looking in [Neighborhood Name].
- Correcting "market fatigue" from the previous listing.
- Aggressive digital exposure that mirrors current buyer behavior.

I would like to offer you a 15-minute "Market Shift Update" to show you exactly what is happening in our area and how we can get your home sold for the price you deserve.

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

Sincerely,

[Your Name]

[Your Phone Number]

[Your Email Address]

[Your Website/Company]