

[Your Name]
[Your Company Name]
[Your Phone Number]
[Your Email Address]

[Date]

[Homeowner Name]
[Property Address]
[City, State, Zip Code]

Dear [Homeowner Name],

I noticed that your property at [Property Address] was recently taken off the market. When a home doesn't sell, it is rarely due to the home itself, but often due to how it compares to recent activity in the immediate neighborhood.

I have attached a neighborhood comparison report for your review. This report highlights:

- Homes nearby that successfully sold and at what price.
- Properties currently under contract.
- How your home's previous listing compared to current buyer trends in [Neighborhood Name].

The real estate market changes weekly. A strategy that didn't work three months ago might just need a small adjustment in positioning or marketing to find the right buyer today.

I would like to offer you a 15-minute "Market Re-Evaluation" meeting. I will share the specific feedback buyers are giving regarding homes in your area and show you exactly what it takes to get a "Sold" sign in your yard.

Are you available for a brief call or meeting on [Day of Week] at [Time]?

Sincerely,

[Your Signature]

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