

Date  
  
  
  
Name  
Address  
Address  
  
Dear,

I noticed that the listing for your property expired recently and I was a little disappointed for you. Let me take a moment to explain why. Selling one of your most valuable assets is a big decision and one that calls for the assistance of a well-seasoned professional. I have several properties listed in your area and I know that each one of my clients has high expectations for a successful marketing strategy that will lead to the sale of their property.

As a [REALTORS®/AGENT/BROKER], I invest much of my time seeking ways to add value to the sale of your home. Marketing an investment such as yours requires far more than adding a listing and sticking a sign on the lawn. The agent that you select should present you, the client, with a well-designed marketing strategy that will help ensure that your plan goes smoothly.

I reviewed your previous listing and have driven by your property. I would like to meet to discuss the sale process with you. I feel certain that I can offer several options that will enhance the marketability of your home should you choose to renew your listing with me.

Please contact me soon. We can work together to provide you with a solution-based marketing strategy that will produce the results you hoped to achieve when you initially listed your property for sale.

I can assure that the time we invest together will be productive and that my expertise and experience will be of great benefit to you. I have a proven track record as a seasoned [REALTORS®/AGENT/BROKER] and have closed many properties in your area, when others failed to achieve the results previously promised their clients. I look forward to hearing from you. You may contact me on my cell phone at [PHONE], to arrange a convenient meeting time.

Sincerely,

[NAME]   
[REALTORS®/AGENT/BROKER]