[Your Name]

[Company Name]

[Street Address] [City, ST ZIP Code]

[Date]

Hello [Prospect],

It has come into my attention that the listing of your property for [address] has expired. I can completely understand that this is not what you would have expected. You might be feeling quite impatient and frustrated now. Your emotions are completely justified in this situation.

Many realtors usually come up with an excuse that the property wasn’t of the worth demanded. They try to portray as if this is the major reason behind the misfortune. Honestly, I disagree to their claim. It is not always the price that matters. A person’s expertise matters a lot too. A person who has good marketing skills can sell anything at his own chosen price whereas, another person who lack these skills and expertise would find excuses.

I believe that my experience of [number of years] years can come in handy here as I am sure that I can better position your property. If you would like to know about the strategies I have for your property kindly click on the link attached to set up a private meeting [Insert link to Meeting tool].

Sincerely,

[Your Name]

[Title]