[Your Name]

[Company Name]

[Street Address] [City, ST ZIP Code]

[Date]

Hello [Prospect],

I am writing you this letter because I have come across the news that your listing for [address] has recently expired. It was sad news to hear as I know you had other plans and you needed money for them. I have usually observed in such incidences that the realter never takes the responsibility and rather blames the price or location of the property.

In some cases, this can serve as a valid reason however, your case is different. Your property is located at [name of place] with a perfect view. It is the kind of location that people crave for. All your property need is a good marketing strategy.

I have served this profession for about [number of years] years and thus, now I am not only a good realter but also possess efficient marketing skills. I think I can definitely better position your property and save you time and effort. If you are interested in doing a deal with me kindly click on the link attached [Insert link to Meeting tool].

Sincerely,

[Your Name]

[Title]