Dear [First Name],

I saw you had your home on the market a while ago and it didn’t sell. It may have been because buyers weren’t willing to pay the price you wanted.

But just because a home didn’t sell in the past, doesn’t mean it can’t be sold. I’ve seen many homes fail to sell with one agent, only to quickly sell with another.

Would you consider selling your home if you could get the right price? If you answered “Yes,” consider giving me a call. I may be able to sell your home for the same listing price you had before. Here’s why:

Contrary to popular belief, price isn’t always the reason a home doesn’t sell. So why do so many people think “overpricing” is the only factor? It's just accepted real estate wisdom.

I have a plan I will implement to get more buyers interested in your home. If you’d like more info on my specific strategies, check out my book.

Your home deserves a second chance. Contact me, and I’ll show you exactly what I can do to help you get it sold quickly for top dollar.

Best Regards,

Your Name

Your Real Estate Company

**Phone:** (333) 555-1212

**Email:** Name@Email.com

Not intended to solicit any properties already listed for sale with another real estate agent.