

Expired Letter Template

with Explanation

Dear [Homeowner's Name],

I noticed that your home recently came off the market without selling, and I know that can be frustrating. You put time, effort, and trust into selling, and it didn't go as planned. But I want you to know, your home can still sell. It just needs the right approach.

After reviewing the market, I estimate that your home is valued at around **[Insert Estimated Price Range]**. But price isn't always the problem, marketing matters just as much. Many homes that don't sell the first time around aren't getting in front of the right buyers in the right way.

I've worked with many homeowners in this exact situation who thought they had no options left. With the right marketing strategy, they were able to sell, often for more than they expected.

That's where my **Expired+ Process** comes in. This strategy is designed to:

- ✓ Reposition your home in the market so buyers see it differently
- ✓ Increase exposure to attract serious, qualified buyers
- ✓ Use proven marketing techniques that highlight the real value of your home

The market is shifting, and serious buyers are still out there. But waiting too long could mean more competition from new listings, which could make it harder to stand out. If selling is still on your mind, now is the best time to explore your options.

Let's set up a quick 10-minute call this week to go over your options, no pressure, just information. What day works best for you?

You can call or text me at [Your Phone Number], or email me at [Your Email]. If you'd like, I'd be happy to stop by and go over your home's potential in person.

P.S. Many homeowners who struggled to sell their homes were able to turn things around with the right strategy. Let's make sure yours gets the best possible shot. Call or text me at [Your Phone Number], I'd love to help.

Sincerely,

[Your Name]

[Your Brokerage Name]

[Your Contact Information]

Breaking Down Why This Letter Works

This letter is crafted using psychological principles, sales persuasion techniques, and strategic messaging to maximize engagement and response. Here's why each section is designed the way it is:

1. The Opening: Empathy & Understanding

"I noticed that your home recently came off the market without selling, and I know that can be frustrating. You put time, effort, and trust into selling, and it didn't go as planned. But I want you to know—your home can still sell. It just needs the right approach."

Why It Works:

- ✓ Acknowledges their pain – Instead of jumping into a pitch, this validates their frustration. People want to feel heard.
- ✓ Creates an emotional connection – This shows you understand their situation, making them more receptive.
- ✓ Offers hope – By saying their home can still sell, it shifts their mindset from frustration to possibility.

Psychology Principle: Empathy & Emotional Connection – People are more likely to trust and listen to someone who acknowledges their struggles.

2. Establishing Value: What Their Home is Worth

"After reviewing the market, I estimate that your home is valued at around [Insert Estimated Price Range]. But price isn't always the problem, marketing

matters just as much. Many homes that don't sell the first time around aren't getting in front of the right buyers in the right way."

Why It Works:

- ✓ Gives them useful information – Homeowners want to know their home's value. This creates instant value in the letter.
- ✓ Shifts their perspective – Many sellers assume price is the only reason their home didn't sell. This corrects that assumption.
- ✓ Subtly positions you as the expert – Without outright saying it, you're demonstrating knowledge of the market.

Psychology Principle: Authority & Credibility. People trust those who provide valuable insights without being pushy.

3. Social Proof: "Other Sellers Have Been in Your Shoes"

"I've worked with many homeowners in this exact situation who thought they had no options left. With the right marketing strategy, they were able to sell—often for more than they expected."

Why It Works:

- ✓ Uses social proof – If others in the same situation were able to sell, it reassures them that they can too.
- ✓ Creates a feeling of missing out (FOMO) – If others got better results, they don't want to be the only ones who didn't.
- ✓ Builds confidence in you – You're not just making claims; you've actually helped people in their shoes.

Psychology Principle: Social Proof & Fear of Missing Out (FOMO) – People are more likely to act when they see that others have succeeded in the same situation.

4. Differentiating Yourself: The Expired+ Process

"The key is a fresh approach. That's where my Expired+ Process comes in. This strategy is designed to:

- ✓ Reposition your home in the market so buyers see it differently
- ✓ Increase exposure to attract serious, qualified buyers
- ✓ Use proven marketing techniques that highlight the real value of your home"

Why It Works:

- ✓ Positions you as the solution – You're not just another agent; you have a system designed for homes that didn't sell the first time.
- ✓ Adds credibility – Giving the process a name (Expired+ Process) makes it sound professional and structured.
- ✓ Uses clear, scannable bullet points – People skim letters; bullet points quickly convey key benefits.

Psychology Principle: Differentiation & Clarity – Buyers want to know how your approach is different. This section clearly explains why they should choose you over their last agent.

5. Creating Urgency: Why They Should Act Now

"The market is shifting, and serious buyers are still out there. But waiting too long could mean more competition from new listings, which could make it harder to stand out. If selling is still on your mind, now is the best time to explore your options."

Why It Works:

- ✓ Creates urgency – If they wait, they might face more competition. This encourages them to act sooner.
- ✓ Adds a logical reason to act now – Instead of a vague "act fast" message, this explains why timing matters.
- ✓ Reinforces that buyers are still out there – If they think the market is dead, they won't be motivated to sell again.

Psychology Principle: Scarcity & Loss Aversion – People are more motivated by avoiding losses than by gaining something. By highlighting the risk of waiting too long, this makes them want to act before it's too late.

6. Call to Action: Making the Next Step Easy

"Let's set up a quick 10-minute call this week to go over your options—no pressure, just information. What day works best for you?"

Why It Works:

- ✓ Removes friction – Instead of a vague "Call me if you're interested," this suggests a quick, specific action.

- ✓ Uses a soft, no-pressure close – “No pressure, just information” makes it feel safe to say yes.
- ✓ Uses an open-ended question – Asking “What day works best?” invites a response instead of a yes/no decision.

Psychology Principle: Commitment & Consistency – People are more likely to respond when given a simple, low-pressure request.

7. The P.S.: Reinforcing the Message

P.S. Many homeowners who struggled to sell their homes were able to turn things around with the right strategy. Let’s make sure yours gets the best possible shot. Call or text me at [Your Phone Number]—I’d love to help.

Why It Works:

- ✓ Catches skimmers’ attention – The P.S. is one of the most-read parts of a letter. If they skip the body, they’ll still see this.
- ✓ Reinforces social proof – Again, showing others have succeeded increases their confidence.
- ✓ Creates one last call to action – Even if they missed the main CTA, this reminds them how to reach you.

Psychology Principle: The Zeigarnik Effect – Unfinished thoughts stick in people’s minds. The P.S. leaves them thinking about calling or texting you.

Final Thoughts: Why This Letter Works as a Whole

- 1.It’s personal & empathetic – Acknowledges their frustration and builds trust.
 - 2.It provides value first – Instead of pushing for a sale, it gives useful information.
 - 3.It shifts their perspective – Helps them see why their home didn’t sell and what can be done differently.
 - 4.It builds credibility – Uses social proof and a structured process to establish trust.
 - 5.It creates urgency – Explains why acting now is in their best interest.
 - 6.It makes the next step easy – Provides a simple, no-pressure action to take.
- This combination of emotional connection, logical reasoning, and clear persuasion techniques makes this letter highly effective at getting homeowners to reach out.

