Dear [First Name],

I saw you recently had your home on the market, and it didn't sell. You may have been told it's 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 — and for the money it deserves. I've seen many homes fail to sell with one agent, only to quickly sell with another agent who took a different approach and reached the right buyers willing to pay more money.

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 price you had it on the market before. Here's why.

Contrary to what most people believe, price isn't always the reason a home doesn't sell. So why do so many people think that the only reason a home doesn't sell is because it's "overpriced?" It's just the accepted wisdom in the marketplace.

I am very familiar with your area and frankly surprised your home hasn't sold. But I believe I know why your home didn't sell, and I think you'll agree with me — you just haven't found the right buyer yet.

I believe your home deserves a second chance and needs to be at the top of all the home search websites to reach the new batch of buyers currently looking in your neighborhood. This is how you'll find the right buyer willing to pay the price you want.

Contact me, and I'll show you my specific plan to sell your home quickly for more money.

Best Regards,

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Your Real Estate Company
Phone: (333) 555-1212
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Not intended to solicit any properties already listed for sale with another real estate agent.