

# Expired Listing Letter Templates

## 1. Expired Listing Letter Template with Agent & Neighborhood Statistics

Dear [insert homeowner name(s)],

As an agent in [insert neighborhood/city/etc.], I study the market closely and watch which homes sell and which homes don't. I've noticed that you put your home on the market, and it didn't sell. I realize there are many reasons homes don't sell, and one of those may have been that you simply decided not to move. If that is the case, this letter may not be of interest to you. However, if you still want to move, here is some information that may be useful:

Last year homes in the [insert neighborhood/city/etc.] sold for an average of [insert percentage]% of the asking price. Many of my clients are surprised to learn homes are selling for the asking price, if not over the asking price.

According to the National Association of Realtors, the national median existing single-family home price as of November 2023 was \$392,100, up 3.5% from the same month of 2022 (\$378,700). Additionally, there is currently a three-month supply of available homes for sale; this is well below the six-month supply that many real estate experts consider normal.

As a real estate professional, I completely understand the stress of putting your home on the market. I pride myself on minimizing that stress by taking a very honest and comprehensive look at your situation and goals. If you are still considering moving, I would like to offer you a no-obligation move analysis. A move analysis examines your overall goals, and then I give you an honest opinion as to whether or not your goals are feasible.

I hope this letter finds you well, and please feel free to contact me at any time.

Regards,  
[Insert Your Name]

(Source: [Breakthrough Broker](#))

## 2. Expired Listing Letter Template that Offers a Resource Guide

Dear [insert homeowner name(s)],

Have you heard the news? The real estate market's values are skyrocketing, houses are selling like hotcakes, and all you have to do to get your home sold is put a sign in the yard.

SO WHAT HAPPENED IN THE CASE OF YOUR HOME?

Fact is, there is more to selling a home than putting it in the MLS and putting a sign in the yard ... in any type of market. There has to be a strategic and precise plan in place.

Inside, you'll find our "My Home Didn't Sell, Now What?" guide that will offer insight into what might have happened and how it can be corrected.

Hopefully, by the time you read this, we will have already met in person, but on the chance I missed you, let me take a moment to introduce myself!

My name is [insert name], and I am a real estate agent at [insert brokerage name]. The reason for my recent visit is to show you that I'm more than just another phone call or email ... or another real estate agent making promises they can't fulfill.

Your home didn't sell, and there's probably some disappointment. This has likely caused some disruptions in your life and possibly delayed future plans. You put a lot of work into getting your house ready to sell, and I can only imagine the frustration you must feel now that it didn't.

Are you still interested in selling your home if you could get the right offer? If so, then we should talk. I'd like to show you our Property Marketing Plan so you can see my firm's approach to selling real estate.

In an effort to conserve paper, I did not attach the plan here, so please give me a call, and I'll be happy to email that over to you!

Take some time to read through this information and absorb it. If you have any questions about the information you received, or anything else I can offer guidance on, please don't hesitate to contact me.

Thanks!

[Insert Your Name]

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This marketing piece is not intended as a solicitation for properties currently in an exclusive agreement with another Broker.

(Source: [Nicki Reichel on Prezi](#))

### 3. Expired Listing Letter Template that Asks Questions & Provides Solutions

#### Page 1

Dear INSERT SELLER'S NAME,

I'm sorry to see that your home at [INSERT ADDRESS] failed to sell when you listed it recently. I realize this must be a frustrating experience for you, and I wanted to offer a solution that can bring you better results.

I believe my Luxury Home Marketing Program can generate more exposure and more excitement for your home than any other agent could achieve for you, leading to a top-dollar sale of your home.

Please take a moment to review the 5 questions on the next page, and compare my program to any others you may be considering.

It may mean a major difference in the results you get!

Sincerely,

[YOUR NAME]  
[YOUR COMPANY]  
[YOUR PHONE]  
[YOUR EMAIL]

#### Page 2

The [INSERT YOUR NAME]

Marketing Difference

1. Has your home been advertised in national Luxury media?

My Solution: Reach affluent buyers via exposure in the New York Times, Wall Street Journal, Robb Report, duPont Registry, and Mansions Global.

2. Has your home been exposed to international markets?

My Solution: Showcase your home with over 60 international ads in key investor markets throughout Asia, Europe, South America, and more.

3. Have you used Big Data to target likely buyers directly online?

My Solution: Target the right buyers based on location, interests, income, and lifestyle with paid Social Media advertising.

4. Has your home been showcased with its own dedicated, mobile responsive website and video?

My Solution: I'll increase your mobile and web presence with your own responsive website and high-quality YouTube video.

5. Have you had detailed reporting at your fingertips?

My Solution: I'll be able to track the activity of all our marketing efforts, including where we are getting the most views. This will help us to gauge the success of our efforts and allow us to tweak campaigns if necessary.

For a detailed Marketing Strategy tailored to your home, please call me at [INSERT YOUR PHONE] or email [INSERT YOUR EMAIL].

Expired listings letter example (Source: [LUXVT](#))

## 4. Expired Listing Letter Template that Provides an Unconventional Delivery

Absorption.

I'm sorry to see that your home has not sold yet. You're probably wondering why a real estate agent would be dropping off a package of paper towels to you right now. It's actually not strange at all. I consider myself to be very much like a paper towel in today's market because the number one reason a home will not sell in today's market is something called absorption.

This is how it works. There are 240 single-family homes on the market in [Insert Neighborhood] today. 18 homes sold in [Insert Neighborhood] in the last month. If you are an average home seller priced at an average price, it will take 13 months for the market to ABSORB your home. That's where you need a good paper towel; that's where you need me.

Over the next seven days, you will receive several items of correspondence in the mail from me. Each of them will contain tools for helping you sell your home ... not 13 months from now ... but TODAY. I hope with each of these items, you'll learn how I am very different in the way I professionally market each home through closing.

Please call me at your earliest convenience for a confidential one-on-one marketing consultation.

[Insert Your Name], [Insert Brokerage]]

(Source: [Stacey Alcorn on SlideShare](#))

## 5. Expired Listing Letter Template that Specifies Recent Sales

[Client name and address block]

Hello [homeowner name(s)],

I noticed your home listing expired recently and am sorry to hear that your home has not yet sold. The home sales process can certainly be a stressful and exhausting process.

Despite the challenges of today's real estate market, I have seen success with real estate sales in your area. My recent sales of homes in your neighborhood include:

- [insert 2-3 closed sales: two-bedroom, listed for xx months sold for \$]
- [insert 2-3 closed sales: two-bedroom, listed for xx months sold for \$]
- [insert 2-3 closed sales: two-bedroom, listed for xx months sold for \$]

I would be thrilled to take the burden and stress of the home sales process off your shoulders. Please consider hiring me as your new listing agent. I have some creative ideas to ensure your property moves quickly and garners a sales price commensurate with its market value. I hope to hear from you soon.

Best Wishes,

[Insert Your Name]

[Contact block with name

RE license #

Firm name

Firm address

Email, phone, and social media]

(Source: [National Association of Realtors \(NAR\)](#))

## 6. Expired Listing Letter Template that Provides Details & Tips About Expired Listings

Are You Fed-Up With All The Reasons Your Home Didn't Sell And Now Want Some Straight Answers? You want to get on with life. You want to get your home sale behind you. But no one has stepped forward to make an offer.

"Why is this happening?"...

The REAL reasons may shock you!

Dear Frustrated Homeowner ...

Does it seem like your home will never sell? Few people truly understand the frustrations you face trying to sell your home. Perhaps you're in between jobs and need to start renting. Or maybe you want to buy your next home, but you feel paralyzed because you need to sell this home first.

Maybe you've dropped your life savings into this home. And because of the lousy economy or unscrupulous people, you're now trying to get your money out. The clock is ticking ... and with each tick, you lose more and more of your hard-earned money.

My name is [Your Name], and I am a REALTOR® specializing in difficult-to-sell properties.

In Over [10] Years Of Marketing "Hard-To-Sell" Properties, I've Learned A Few Things About Why YOUR Home Is NOT Selling ...

Each home is different and has special problems that make selling it difficult. That's why I created a special program for people like you. I call it my "Maximum Home Value Audit." It's FREE, and there's absolutely No Obligation Whatsoever to work with me or any other agent.

My audit will show you...

- How to get the absolute highest price the market will pay for your home;
- The difference between Functional and Cosmetic issues with your home, and how easy-to-fix and inexpensive problems may be costing you thousands;
- How to "dress" your home to make it look like it's worth thousands more (the way you live in a home, and the way you sell a home are TWO VERY DIFFERENT THINGS!);
- I'll inspect your home and property from top to bottom to reveal true problems affecting its successful sale: from specific condition issues, through lot sighting, home sighting, and location. Then, I'll tell you how to minimize the impact of negative issues and promote positive features so you can get the very most money for your home ... and sell it NOW!

As you can see, because of my experience, my Maximum Home Value Audit is a much higher level of service than what you may have experienced before.

Selling “Hard-To-Sell” Homes Is My Specialty!

And unlike other agents who will tell you anything just to get your listing, I’ll show you EXACTLY what your home is worth with a reliable, real-world analysis. No fancy figures. No hard sales pitches. Just the facts presented in a straightforward, easy-to-understand format for you.

THERE’S MORE: In the process of reviewing your home’s sale potential, I’ll also tell you how to get your property out to the most people possible through the Internet.

You Can Put An End To You Frustrations ... Stop The Hemorrhaging Flow Of Your Equity Down The Drain, And Get-On With Your Life RIGHT NOW!

I know there’s a tendency to put this letter aside or “think about it later.” But every minute you spend sitting on an unsold home is costing you money! And in today’s overcrowded market (with more listings than buyers), you need to know all the smart ways to advertise and show your home to get a fast, top-dollar sale.

Right now, you can take advantage of my FREE, No Obligation “Maximum Home Value Audit” by simply picking up your phone, and calling my Fast-Response Hotline at 222-2222.

You have thousands of dollars and valuable time to gain ... and absolutely NOTHING to lose by calling now. I look forward to hearing from you!

Sincerely yours,

[Insert Your Name]

P.S. Right now, you can end the frustrations of sitting on a home that simply won’t sell! You can stop flushing money down the drain with each passing day ... and get on with your life, simply by taking advantage of my FREE, No Obligation “Maximum Home Value Audit.” So call my Fast-Response Hotline right now at 222-2222, and say goodbye to your old home ... and hello to new freedom!

(Source: [Agentinnercircle.com](http://Agentinnercircle.com))

## 7. General Expired Listing Template

Dear \_\_\_\_\_,

I know you've probably gotten dozens of letters like this since your property didn't sell, so I'll be brief. Let's face it, selling your home in \_\_\_\_\_ (insert city) can be incredibly stressful. It's so frustrating and such an inconvenience when your home stays on the market for too long.

Even though \_\_\_\_\_ (insert name of previous agent) is a great real estate agent, I think he/she/they may not have been the right person to sell your house. Here's a quick summary of the main issues I found:

Bullet point issue(s) you found with the property listing and give a brief explanation of why they were an issue

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For each of the issues listed above, here are the proposed solutions that I would recommend to successfully relist and sell your property:

Bullet point the solution(s) to each of the above-mentioned issue(s)

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I'm confident that I can help you succeed in selling your property, and I also have the resources of \_\_\_\_\_ (insert brokerage name) at my disposal. At \_\_\_\_\_ (insert brokerage name), we focus on selecting the most effective marketing, lead generation, and exposure strategies to sell your home in a timely manner while making you the most money.

Call us to set up a free strategy session so you can evaluate the value of our services before moving forward. My direct contact information is \_\_\_\_\_ (insert phone number) and \_\_\_\_\_ (insert email).

I look forward to hearing from you,

(add signature)

(add printed name)

111-222-3333

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