

The Close's Expired Listing Letter Templates

1. Expired Listing Letter Template with Agent & Neighborhood Statistics

Dear *[Homeowner Name(s)]*,

As an agent in *[Neighborhood/City]*, I study the market closely and watch which homes sell and which don't. I've noticed you put your home on the market but 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 interest 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.

[Insert Valuable Data/Statistics, for example: According to the National Association of Realtors, the median existing single-family home price was \$418,000 in April 2025, up 1.7% from April 2024. Additionally, according to the monthly REALTORS® Confidence Index, properties typically remained on the market for 29 days in April 2025, down from 36 days in March 2025.]

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're still considering a move, I'd be happy to provide a no-obligation move analysis. This includes an overview of your goals and my honest opinion about whether they're achievable in today's market.

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

Regards,

[Insert Your Name]

Source: [Breakthrough Broker](#)

2. Expired Listing Letter Template that Offers a Resource Guide

Dear *[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 *[Insert Resource Guide]*, for example: *"My Home Didn't Sell, Now What?" guide, which offers 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 in case I missed you, let me take a moment to introduce myself!

My name is *[Your Name]*, and I am a real estate agent at *[Brokerage Name]*.

I recently stopped by to show you that I'm more than just another email, phone call, or agent making empty promises.

Your home didn't sell, and that's understandably disappointing. It likely disrupted your plans and added stress after all the effort you put into preparing your home. I get how frustrating that can be.

Are you still open to selling?

If so, let's talk. I'd like to share my Property Marketing Plan so you can see how my team approaches getting results.

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!

2. Expired Listing Letter Template that Offers a Resource Guide (cont'd)

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

Thanks!

[Your Name]

[Your Phone Number]

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

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Dear [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.

[Insert Plan/Solution, for example: 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 five questions on the next page and compare my program with any others you may be considering.

3. Expired Listing Letter Template that Asks Questions & Provides Solutions (cont'd)

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

Sincerely,

[Your Name]

[Your Company]

[Your Phone]

[Your Email]

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The [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.

3. Expired Listing Letter Template that Asks Questions & Provides Solutions (cont'd)

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 *[Your Phone Number]* or email *[Your Email]*.

Source: [LUXVT](#)



4. Expired Listing Letter Template that Provides an Unconventional Delivery

SPOTLIGHT

A better way to highlight your home.

Dear *[Homeowner Name(s)]*,

I noticed your listing recently expired and wanted to drop off something that might help: a highlighter.

Why a highlighter? Because right now, your home needs one. In a competitive market, listings don't just need to be shown — they need to stand out.

Here's the challenge:

Buyers see dozens of similar properties online. If a home isn't presented with sharp photos, compelling marketing, and strong positioning, it gets passed over, no matter how great it is.

That's where I come in.

Over the next few days, I'll be sharing a few more tools to help get your home sold quickly and for the right price. Each one will focus on a specific strategy I use to bring listings back to life and into the spotlight.

If you're open to a fresh, more strategic approach, I'd love to offer a one-on-one consultation to walk you through it.

Feel free to call or text anytime.

Best,

[Your Name]

[Your 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 recently expired – sorry to hear it hasn't sold yet. The home-selling process can be stressful and exhausting.

Despite current market challenges, I've had strong success in your area. Here are a few recent sales nearby:

[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'd be honored to take the pressure off your shoulders and help get your home sold. I have several creative marketing strategies to move your property quickly and secure a price that reflects its true value.

I'd love to connect! Please feel free to reach out.

Best wishes,

[Your Name]

[RE license #]

[Firm Name]

[Firm Address]

[Email] | [Phone] | [Social Media Links]

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

6. Expired Listing Letter Template that Provides Details & Tips

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 [\[#\]](#) 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.

6. Expired Listing Letter Template that Provides Details & Tips (cont'd)

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 Your Frustrations...Stop the Hemorrhaging Flow of Your Equity Down the Drain, and Get On With Your Life **RIGHT NOW!**

6. Expired Listing Letter Template that Provides Details & Tips (cont'd)

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 [\[Insert Number\]](#).

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 [\[Insert Number\]](#), and say goodbye to your old home...and hello to new freedom!and say goodbye to your old home... and hello to new freedom!

Source: Agentinnercircle.com



7. General Expired Listing Template

Dear *[Homeowner Name(s)]*,

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 *[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]

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 abovementioned issue(s)]

I'm confident that I can help you succeed in selling your property, and I also have the resources of *[Brokerage Name]* at my disposal. At *[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 *[Phone Number]* and *[Email]*.

I look forward to hearing from you,

[Signature]

[Your Name]

[Phone Number]

[Email]