

[Your Name]
[Your Company]
[Your Phone Number]
[Your Email]

[Date]

[Client Name]
[Client Address]
[City, State, Zip Code]

Dear [Client Name],

Thank you for the opportunity to present this Comparative Market Analysis (CMA) for your property located at [Property Address]. My goal is to provide you with a data-driven pricing strategy to ensure your home sells for the highest possible price in the shortest amount of time.

Based on current market trends and the recent sale prices of similar properties in your neighborhood, I have outlined the following pricing strategy:

1. Market Analysis Overview

In the last [Number] months, similar homes in your area have sold between [Lowest Price] and [Highest Price]. Currently, there are [Number] active listings that will serve as our primary competition.

2. Suggested Listing Price

Based on the condition of your home and its unique features, I recommend a listing price of **[\$Suggested Price]**. This price is designed to generate immediate interest and attract qualified buyers.

3. Pricing Strategy Options

- **Aggressive Pricing:** Setting the price slightly below market value to encourage multiple offers and a faster sale.
- **Market Value Pricing:** Aligning exactly with recent comparable sales to ensure a steady stream of showings.
- **Premium Pricing:** Starting at the higher end of the range to test the market, with the understanding that a price adjustment may be needed if there is no immediate activity.

4. Next Steps

Pricing is not a "set it and forget it" process. I will monitor buyer feedback and market shifts weekly to ensure your home remains competitive.

I look forward to discussing these figures with you in detail. Please let me know if you have any questions regarding the data provided in the attached report.

Best regards,

[Your Signature]

[Your Printed Name]