

Subject: Why the right price matters more than a high price

Dear [Homeowner Name],

When selling your home, it is natural to want to achieve the highest possible price. However, setting an initial asking price that is too high can actually result in a lower final sale price and a much longer time on the market.

I wanted to share a few critical dangers of overpricing your property:

- **Reduced Initial Interest:** The first two weeks are when your home receives the most attention. An unrealistic price scares off the most qualified buyers during this peak period.
- **The "Stale" Listing Effect:** The longer a home stays on the market, the more buyers wonder if something is wrong with it. This leads to low-ball offers later on.
- **Appraisal Issues:** Even if a buyer agrees to a high price, the bank's appraiser may not. If the appraisal comes in low, the deal could collapse entirely.
- **Helping the Competition:** An overpriced home makes neighboring properties at fair market value look like a bargain, effectively helping your neighbors sell their homes instead of yours.

Our goal is to create a "bidding war" environment by pricing your home at a level that attracts multiple offers, rather than testing the market and waiting for a single buyer who may never come.

I have attached a Comparative Market Analysis (CMA) showing exactly where the market is today. I would love to discuss a pricing strategy that ensures you walk away with the most money in the shortest amount of time.

Best regards,

[Your Name]

[Your Company Name]

[Your Phone Number]

[Your Email Address]