

[Date]

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

Dear [Client Name],

I am writing to provide a strategic update regarding the marketing and sale of your property. We have now been on the market for [Number] days. While we have seen [Number] showings and some positive feedback, we have not yet secured a firm offer.

Data from the current market indicates that properties in your area attract the most interest and the highest offers within the first 21 days. As we exceed this timeframe, buyers often perceive the listing as "stale" and may submit lower offers or overlook the property entirely.

To regain momentum and reduce the total Days on Market (DOM), I recommend a strategic price adjustment to **[\$[New Price]]**. This adjustment serves three main purposes:

- **Increased Visibility:** It places the home in front of a new pool of buyers searching in a lower price bracket.
- **Renewed Urgency:** It signals to active buyers that you are motivated, often triggering immediate showings.
- **Competitive Positioning:** It ensures your home is the best value compared to newer listings in the neighborhood.

Our goal is to position your home as the next logical choice for a qualified buyer. I have attached an updated Comparative Market Analysis (CMA) showing recent sales and new competition to support this recommendation.

Please let me know if you would like to move forward with this adjustment or if you would like to schedule a brief call to discuss the current market trends further.

Best regards,

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