

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

Thank you for choosing me to represent you in the sale of your property at [Property Address]. To achieve the highest possible sales price and the most favorable terms, I am recommending a "Multiple Offers Pricing Strategy."

The Strategy:

We will list your home at [Insert Strategic List Price], which is slightly below the current estimated market value. This is designed to:

- Increase the visibility of your home across online search platforms.
- Drive a high volume of foot traffic and showings during the first weekend.
- Create a sense of urgency among potential buyers.
- Induce a "bidding war" environment where buyers compete against each other rather than negotiating against you.

The Process:

1. **Launch:** We will go live on the market on [Insert Date].
2. **Showings:** We will allow maximum access for showings for the first [Number] days.
3. **Offer Deadline:** We will set a formal deadline for all offers to be submitted by [Insert Time] on [Insert Date].
4. **Review:** We will sit down together to compare all offers side-by-side, looking at price, financing, contingencies, and closing timelines.

By positioning the home this way, we shift the power to you, the seller, allowing us to choose the most qualified buyer at the best possible price.

Please let me know if you have any questions regarding this approach. I look forward to a successful sale.

Sincerely,

[Your Name]

[Your Real Estate Agency]

[Your Phone Number]
[Your Email Address]