

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

As we prepare to list your property at [Property Address], I want to ensure we secure the highest possible market value. One of the most critical factors in a buyer's first impression is the cleanliness and scent of the home.

To ensure your home stands out against the competition, I recommend a professional deep cleaning and specialized odor removal service. This process goes beyond standard housekeeping and focuses on:

- Deep cleaning of carpets, rugs, and upholstery to eliminate trapped allergens and scents.
- Sanitizing high-touch surfaces, baseboards, and light fixtures.
- Neutralizing odors from pets, cooking, or long-term storage.
- Cleaning windows and glass surfaces to maximize natural light.

A home that looks and smells "like new" creates an emotional connection with buyers and often leads to faster offers and higher sale prices. Buyers frequently overestimate the cost of cleaning and repairs, so addressing these details now prevents them from asking for price credits later.

I have a list of trusted, professional cleaners who specialize in pre-listing preparation. Please let me know if you would like me to coordinate quotes or schedule a walk-through with them.

I look forward to getting your home market-ready!

Best regards,

[Your Name]

[Your Title/Company]

[Your Phone Number]

[Your Email Address]