[Date]

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

Subject: Market Activity Update and Strategic Price Review for [Property Address]

Dear [Client Name],

I am writing to provide you with a data-driven update regarding the current performance of your property listing in relation to the broader real estate market.

As we discussed at the start of our marketing campaign, the first [Number] weeks are critical for capturing buyer interest. Based on current market statistics, I would like to share the following "Reality Check" points:

- **Average Days on Market:** Similar homes in your area are currently selling within [Number] days. We are currently at [Number] days.
- **Showing Feedback:** We have had [Number] showings with [Number] requests for second viewings. Typically, [Number] showings without an offer indicates that the market views the current price as above fair market value.
- **Online Engagement:** While digital views remain steady, the "conversion rate" to physical tours has decreased by [Percentage]% over the last [Number] days.
- **Recent Comparable Sales:** Within the last 14 days, [Number] properties nearby have closed at an average price of $[Amount], which is [Percentage]% lower than our current asking price.

The data suggests that the market is currently self-correcting. Properties that sit on the market for too long often become "stale," leading buyers to wonder if there are underlying issues, which eventually results in even lower offers.

To regain our competitive edge and trigger a new wave of interest, I recommend a strategic price adjustment to $[New Price]. This move will position your home at the top of search results for buyers in the [Price Range] bracket and likely stimulate a faster sale.

I will call you on [Day] at [Time] to discuss these statistics in further detail and decide on our next steps.

Sincerely,

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