

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

I am writing to provide an update on the marketing of your property located at [Property Address].

After reviewing the current market activity, recent comparable sales, and the feedback received from recent showings, it is clear that the market has shifted. To regain momentum and position your home as a top choice for active buyers, I recommend a strategic price adjustment and a formal relisting of the property.

**Proposed Strategy:**

- **Price Adjustment:** Change the listing price to \$[New Price]. This new price point is designed to trigger alerts for buyers searching in a lower bracket and increase overall foot traffic.
- **Relisting:** We will refresh the listing status on the MLS. This will move the property back to the top of search results and clear the "days on market" counter in several consumer-facing portals.
- **Updated Marketing:** We will update the listing description and lead with a new set of primary photos to give the property a fresh appearance online.

By making these changes now, we can capitalize on the current pool of motivated buyers and ensure your property remains competitive against new inventory entering the market.

Please let me know if you approve of this strategy, or if you would like to schedule a brief call to discuss the data behind this recommendation.

Sincerely,

[Your Name]

[Your Title/Company]

[Your Phone Number]

[Your Email Address]