

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

[Date]

[Property Owner Name]  
[Property Owner Address]  
[City, State, Zip Code]

RE: Price Correction Proposal for [Property Address]

Dear [Property Owner Name],

I am writing to provide a strategic update regarding the marketing and sale of your property at [Property Address]. After reviewing the recent market activity, showing feedback, and current competition, it is evident that the initial listing price is currently hindering our ability to secure a qualified buyer.

To align the property with the current market realities and generate renewed interest, I propose the following price correction:

- **Current Listing Price:** \$[Current Price]
- **Proposed New Price:** \$[Proposed Price]
- **Total Adjustment:** \$[Adjustment Amount]

This recommendation is based on the following factors:

- [Reason 1: e.g., Average days on market for similar homes]
- [Reason 2: e.g., Recent comparable sales in the neighborhood]
- [Reason 3: e.g., Direct feedback from potential buyers regarding value]

By adjusting the price to this new threshold, we can position the property in front of a fresh pool of buyers and increase the likelihood of receiving competitive offers. Staying at the current price point risks the listing becoming "stale," which often leads to lower offers in the long run.

Please let me know if you approve of this change, or if you would like to schedule a brief call to discuss the data further. Once I have your approval, I will update the MLS and all marketing materials immediately.

Sincerely,

[Your Signature]

[Your Printed Name]