

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Pricing Strategy for [Property Address]

Dear [Client Name],

Thank you for trusting me to represent you in the sale of your home. My primary goal is to help you achieve a successful sale in the shortest amount of time possible while netting you the highest possible return.

In today's market, the first two weeks of a listing are the most critical. To generate immediate interest and attract serious buyers, I recommend a strategic pricing approach based on current market data and recent comparable sales in your area.

Our Strategic Pricing Plan:

- **Market Analysis:** We have analyzed homes similar to yours that have sold within the last 90 days.
- **The "Sweet Spot":** By pricing your home at \$[Proposed Price], we position it as the best value in its category, encouraging multiple showings and potential competing offers.
- **Online Visibility:** This price point ensures your home appears in the most frequent search filters used by local buyers.

Pricing correctly from day one prevents the property from becoming "stale" on the market, which often leads to lower offers later on. A competitive starting price creates a sense of urgency that motivates buyers to act quickly.

I have attached a detailed Comparative Market Analysis (CMA) for your review. I would like to schedule a brief call to discuss these numbers and finalize our launch strategy.

I look forward to getting your home sold.

Best regards,

[Your Name]

[Your Title]

[Your Phone Number]

[Your Email Address]