

[Your Name/Company Name]

[Your Address]

[City, State, Zip Code]

[Phone Number]

[Email Address]

[Date]

[Lender/Stakeholder Name]

[Institution Name]

[Address]

[City, State, Zip Code]

RE: Inventory Recovery and Sales Acceleration Plan for [Project Name/Property Address]

Dear [Recipient Name],

This letter serves as the formal Strategic Recovery Plan for the remaining unsold units at [Project Name]. Despite current market shifts, we have identified specific adjustments to ensure the successful liquidation of the remaining inventory while protecting the project's equity.

1. Current Status Update

As of [Date], there are [Number] units remaining in inventory. Total completed sales to date represent [Percentage]% of the project. Current feedback from prospective buyers indicates [mention primary hurdle, e.g., interest rate sensitivity or competition].

2. Pricing and Valuation Adjustments

To stimulate immediate demand, we are implementing the following pricing strategy:

- Price reduction of [Percentage/Amount] on units [Unit Numbers].
- Introduction of tiered pricing for bulk purchases (if applicable).
- Offering a "Price Protection" guarantee for buyers over the next 6 months.

3. Financing and Buyer Incentives

We will pivot our marketing efforts toward affordability-focused incentives:

- Seller-funded permanent or temporary interest rate buy-downs.
- Closing cost credits up to [Amount].
- Preferred lender partnerships offering expedited underwriting.

4. Marketing and Outreach Expansion

The recovery phase will include a refreshed marketing campaign:

- New professional staging for the remaining model units.
- Increased broker commissions to [Percentage]% to prioritize our project.
- Digital re-targeting campaigns focusing on [Target Demographic].

5. Timeline and Exit Projections

Our objective is to achieve [Number] sales per month. Based on this trajectory, we anticipate a total sell-out by [Target Date].

We remain committed to the success of this project and believe these proactive steps will mitigate risk and expedite the return on investment. We look forward to discussing these measures in more detail during our next scheduled call.

Sincerely,

[Your Signature]

[Your Printed Name]

[Your Title]