

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

I am writing to provide a strategic update regarding the marketing and sales status of your property at [Property Address]. As we have reached the [Number of Days] mark on the market, I believe it is important to review our current position and adjust our approach to ensure we secure a successful sale.

While we have seen [mention number of showings/web views], the current market data suggests that buyers in this segment are gravitating toward properties that offer [mention a specific market trend or feature]. To re-energize interest in your listing, I propose the following strategic adjustments:

- **Pricing Alignment:** A strategic price adjustment to [New Price] to position the home at a new search bracket and attract fresh buyers.
- **Enhanced Presentation:** Implementing [Staging/Virtual Tours/New Photography] to highlight the property's unique features more effectively.
- **Targeted Outreach:** Launching a revised digital ad campaign focusing on [Specific Buyer Demographic].

Our goal remains to achieve the best possible return on your investment within a reasonable timeframe. I have attached a Comparative Market Analysis (CMA) showing recent sales and new competing listings to help inform our next steps.

I will call you on [Day] at [Time] to discuss these recommendations in detail. In the meantime, please feel free to contact me with any questions.

Best regards,

[Your Name]

[Your Title]

[Company Name]

[Phone Number]

[Email Address]