

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Review and Marketing Update for [Property Address]

Dear [Client Name],

I am writing to provide you with a comprehensive update on the marketing activity and current momentum for your property located at [Property Address].

Since we launched the listing, we have achieved the following engagement:

- **Online Views:** [Number] views across major real estate portals.
- **In-Person Showings:** [Number] private tours completed.
- **Inquiries:** [Number] direct inquiries from prospective buyers or agents.

While interest in the property remains steady, we are currently seeing a trend in the local market where buyers are prioritizing [mention specific trend, e.g., move-in readiness or specific price brackets]. Based on the feedback from recent showings, the primary hurdle for potential offers appears to be [mention feedback, e.g., the current price point relative to recent comparable sales].

To regain momentum and position your home as the most attractive option in the current inventory, I recommend the following strategic adjustment:

**Proposed Price Adjustment:** From \$[Current Price] to \$[New Price]

This adjustment is designed to trigger a new wave of interest, capture buyers searching in a lower price bracket, and ultimately generate the competitive offer environment we are looking for. Our goal is to ensure the property does not become "stale" on the market, which can often lead to lower offers in the long run.

I would like to discuss this strategy with you in more detail. I will call you on [Day] at [Time] to answer any questions you may have and decide on our next steps together.

Thank you for your continued trust in my services.

Best regards,

[Your Name]

[Your Title/Company]

[Your Phone Number]

[Your Email Address]