

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Price Adjustment for [Property Address / Product Name]

Dear [Client Name],

I am writing to provide an update regarding the current market conditions and how they are impacting the positioning of [Property/Product].

Over the last [Time Period], we have observed a significant shift in the market. Data indicates that [mention specific shift: e.g., increased inventory, rising interest rates, or competitor pricing trends]. As a result, the initial price point no longer aligns with current buyer expectations or the pace of the market.

To ensure we remain competitive and maintain momentum, I recommend a strategic price adjustment. Our goal is to move from "following the market" to "leading the market" to attract qualified interest immediately.

Proposed Strategy:

- Current Price: \$[Current Price]
- New Recommended Price: \$[New Price]
- Effective Date: [Date]

This adjustment is designed to trigger new alerts for potential buyers and place us ahead of competing listings. By making this move now, we can avoid a prolonged period on the market which often leads to lower final offers.

Please let me know if you approve of this change or if you would like to schedule a brief call to review the recent market data in more detail.

Best regards,

[Your Name]

[Your Title]

[Your Company]

[Your Phone Number]