

Subject: Strategic Pricing Update for [Property Address]

Dear [Client Name],

I hope you are doing well. I am writing to provide you with a current update on the market activity regarding your property at [Property Address].

Since we listed your home, we have monitored the local market closely. I have attached a new Comparative Market Analysis (CMA) which reflects the most recent data, including:

- New listings that are now competing with your home.
- Properties similar to yours that have recently gone under contract.
- Recent final sale prices of comparable homes in your immediate area.

The current data indicates that the market has shifted slightly. To remain competitive and attract serious buyers who are looking in this specific price bracket, I recommend adjusting our listing price to \$[New Price].

A price adjustment at this stage will often trigger new interest from buyers who previously overlooked the listing and will place us at the top of search results for those with a specific budget.

Please review the attached CMA. I will call you on [Day of week] at [Time] to discuss this data in more detail and decide on our next steps.

Best regards,

[Your Name]
[Your Company]
[Your Phone Number]
[Your Email]