

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Strategic Price Adjustment for [Property Address]

Dear [Client Name],

I am writing to provide an update on the current market activity regarding your property. To meet your goal of an expedited sale, I recommend a strategic price reduction to increase buyer interest and generate immediate offers.

Based on recent comparable sales and current market competition, I suggest adjusting the listing price to **[\$New Price]**. This new price point is designed to:

- Capture a new pool of buyers searching in a lower price bracket.
- Increase the volume of property showings and open house attendance.
- Create a sense of urgency and value compared to similar listings.
- Position the property as the "best value" in the current neighborhood inventory.

Our data shows that properties priced competitively within the first 30 days of listing have a higher probability of closing quickly. By making this adjustment now, we can capitalize on the current market momentum rather than chasing the market downward later.

Please let me know if you approve this adjustment so we can update the MLS and marketing materials immediately.

Sincerely,

[Your Name]

[Your Company]

[Phone Number]

[Email Address]