

[Date]

[Seller Name]  
[Property Address]  
[City, State, Zip]

Dear [Seller Name],

As we discussed, our goal is to generate maximum interest in your property to drive a "multiple offer" scenario. While we have seen consistent activity, we have not yet received the competitive bids we are looking for at the current price point of \$[Current Price].

To create a sense of urgency and act as a catalyst for buyers who have been "waiting on the sidelines," I recommend a strategic price adjustment to \$[New Price].

**The Strategy:**

- **Increased Visibility:** Your home will appear as a "New Listing" in many filtered searches.
- **Market Positioning:** We move from being at the top of one price bracket to being the most attractive option in a lower bracket.
- **The Auction Effect:** By pricing slightly below the perceived market value, we increase the likelihood of receiving over-ask offers and better contract terms.

History shows that homes priced to trigger immediate excitement often sell for more than homes that sit on the market and eventually take a series of small, ineffective price cuts.

Please let me know if you would like to move forward with this strategy so we can update the listing immediately.

Best regards,

[Your Name]  
[Your Real Estate Agency]  
[Your Phone Number]  
[Your Email Address]