

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

I am writing to provide an update on the marketing activity for your property at [Property Address].

As we discussed during our recent review, your home has now been on the market for [Number] days. While we have had [Number] showings and [Number] inquiries, we have not yet received a formal offer. Real estate market data indicates that when a listing surpasses the average "days on market" for the area, it can become "stale" in the eyes of potential buyers and automated search algorithms.

To regain momentum and position your home at the top of buyer search results, I recommend a strategic price reduction to \$[New Price].

This adjustment will:

- Trigger "Price Drop" notifications to buyers following your listing on major portals.
- Appear as a "New Listing" to buyers with filters set below your current asking price.
- Increase the sense of urgency for buyers who have been monitoring the property.

My goal remains to net you the highest possible return in the shortest amount of time. I believe this refresh is the most effective way to secure a qualified offer before the listing ages further.

Please let me know if you approve of this change, or if you would like to schedule a brief call to review the latest comparable sales data.

Best regards,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]