

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

[Date]

[Property Owner Name]  
[Property Address]

Dear [Property Owner Name],

Thank you for the opportunity to discuss the sale of your property at [Property Address]. I am excited about the prospect of representing you and ensuring you achieve the best possible market value.

Regarding our professional service fees, I would like to propose a negotiable commission structure tailored to your specific needs and the unique characteristics of your home. Based on my comprehensive marketing plan, I am proposing the following options:

- **Standard Representation:** [Percentage]% - Includes full MLS listing, professional photography, open houses, and digital marketing campaigns.
- **Performance-Based Tier:** [Percentage]% if the sale price is below \$[Amount], and [Percentage]% for any amount achieved above that price.
- **Dual-Agency Discount:** If I represent both the buyer and the seller in the same transaction, the total commission will be reduced to [Percentage]%.

Please note that these rates are flexible. My priority is to provide a service level that makes you comfortable while ensuring your property receives maximum exposure to qualified buyers. I am open to discussing a flat-fee structure or adjusting the split between the listing and buying brokers to suit your goals.

I am confident that my expertise will result in a smooth transaction and a successful closing. I look forward to discussing these options further and finding a rate that works for both of us.

Sincerely,

[Your Signature]

[Your Printed Name]