

[Your Name/Company Name]

[Your Address]

[City, State, Zip Code]

[Phone Number]

[Email Address]

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Dear [Client Name],

Subject: Proposal for Professional Real Estate Services - Discounted Flat Fee Listing

It was a pleasure speaking with you regarding the upcoming sale of your property located at [Property Address]. I am writing to formally propose a cost-effective alternative to traditional percentage-based commissions through our Discounted Flat Fee Brokerage model.

Our goal is to provide you with full-service real estate expertise while allowing you to retain more of your equity. Instead of the standard 3% listing commission, we offer a flat fee of **[\$Insert Amount]** payable at closing.

What is included in our Flat Fee Service:

- Professional MLS Listing (Zillow, Realtor.com, Trulia, etc.)
- High-Quality Professional Photography
- Customized Digital Marketing and Social Media Promotion
- Full Contract Negotiation and Paperwork Management
- Coordination of Inspections, Appraisals, and Closing Procedures
- Lockbox and Professional Yard Signage

Estimated Savings:

Based on a projected sale price of **[\$Projected Price]**, a traditional 3% commission would cost you **[\$Traditional Amount]**. By choosing our Flat Fee model, you would save approximately **[\$Savings Amount]** in commissions.

I have attached a formal listing agreement and a breakdown of our marketing plan for your review. I am confident that we can sell your home quickly and for the best possible price while saving you thousands of dollars.

Please let me know if you have any questions or if you are ready to move forward with the listing.

Sincerely,

[Your Signature]

[Your Printed Name]

[License Number, if applicable]