

[Date]

[Recipient Name]

[Recipient Address]

[City, State, Zip Code]

Subject: Your Property Pricing Survival Guide

Dear [Recipient Name],

In today's real estate market, setting the right price from day one is the most critical factor in selling your home quickly and for the highest possible return. Pricing too high can lead to your property sitting on the market, while pricing too low can leave money on the table.

To help you navigate this process, I have prepared this "Pricing Survival Guide" with three essential tips:

- **Analyze the Competition:** We look at active listings, but more importantly, we look at "Sold" data from the last 90 days to see what buyers are actually paying.
- **The First Two Weeks Rule:** Your home receives the most attention during the first 14 days. An accurate price captures this initial surge of serious buyers.
- **Avoid Over-Improving:** Not every renovation offers a 100% return. We focus on the repairs that increase your specific appraisal value.

I have attached a preliminary Comparative Market Analysis (CMA) for your property at [Property Address]. This report provides a realistic estimate of your home's current value based on recent local trends.

If you would like a more detailed walkthrough of how to position your home to stand out, I am available for a brief consultation this week.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]

[Your Email Address]