

[Date]

[Client Name]

[Client Address]

[City, State, Zip Code]

Subject: Comparative Market Analysis and Impact of New Construction on Your Property

Dear [Client Name],

As requested, I have completed a comprehensive Comparative Market Analysis (CMA) for your property located at [Property Address]. This report provides an updated estimate of your home's value based on recent sales, current listings, and pending contracts in your immediate area.

### **Market Value Overview**

Based on the current data, the estimated market value of your property is between \$[Low Price] and \$[High Price]. This range accounts for your home's specific features, condition, and location relative to recently sold comparable properties.

### **Impact of New Construction**

It is important to note that the new construction developments at [Name of New Development/Location] are currently influencing local market dynamics. Here is how this impact affects your valuation:

- **Competition:** New homes often offer modern energy efficiencies and warranties which can draw a segment of buyers away from existing homes.
- **Price Floor/Ceiling:** The premium pricing of these new builds generally lifts the overall property values in the neighborhood; however, it also sets a high standard for interior finishes.
- **Inventory Levels:** The increase in available housing supply may lead to slightly longer days-on-market for existing homes unless they are priced strategically.

### **Strategic Recommendations**

To remain competitive against brand-new inventory, I recommend focusing on [Specific Suggestion, e.g., minor cosmetic updates or aggressive pricing]. Highlighting the established landscaping and larger lot size of your property will also serve as a key differentiator.

I have attached the full CMA report for your review. I will follow up with you on [Day of Week] to discuss these findings in more detail and answer any questions you may have.

Sincerely,

[Your Name]

[Your Title]

[Your Company Name]

[Your Phone Number]  
[Your Email Address]