

[Your Name]  
[Your Company]  
[Your Phone Number]  
[Your Email]

[Date]

[Recipient Name]  
[Recipient Address]  
[City, State, Zip Code]

Subject: Price Reduction for [Property Address]

Dear [Recipient Name],

I am writing to let you know that the listing price for the property located at **[Property Address]** has just been reduced to **[New Price]**.

When you previously expressed interest in this home, the price was [Old Price]. With this new adjustment, the property now offers exceptional value compared to other listings in the [Neighborhood Name] area.

This reduction makes it an ideal time to take a second look. As a reminder, some of the key features of this home include:

- [Feature 1]
- [Feature 2]
- [Feature 3]

Because of this price drop, we expect an increase in activity and showing requests. If you would like to schedule a private tour or have any questions about the updated listing, please call or text me directly at [Your Phone Number].

I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Printed Name]  
[License Number, if applicable]