Date

Name
Address
City, State, Zip

Dear [NAME],

Once in a while, it's important to take a step back and reassess the strategies we've developed in order to better enable us to achieve our goals. I've been doing some thinking lately about our sale strategy for your home, and I'd like to make a suggestion: perhaps we could rethink the selling price?

Many times, what may be considered a high asking price can instantly deter potentially interested buyers. This can lead to less traffic in the home-and we all know that more visitors will increase your chances of achieving the sale that you desire!

I recommend that we lower the asking price of your home and see if we can achieve some truly fantastic results! We don't have to drop the price significantly-oftentimes, just putting the price into another bracket can increase the number of interested buyers and lead to quick and rewarding results.

I hope that you will consider this suggestion-as your [REALTOR®/AGENT/BROKER], I hope you know that I truly have your best interests at heart and simply want to do all I can to achieve the best possible sale for you!

Please contact me at your earliest convenience, and we can discuss the asking price of your home, as well as talk about any questions you may have in regard to other areas of the selling process. I look forward to hearing from you, as always! You can reach me at [PHONE] or email me at [EMAIL].

Sincerely,

[NAME]

[TITLE]