Date

Name
Address
City, State, Zip

Dear [NAME],

I wanted to follow up on our recent discussion about adjusting the price of your home to fit the current market conditions.

I realize you would prefer to stand pat for now, and if I saw any signs of an imminent rebound, I would fully support your decision. Unfortunately, the signs I am seeing suggest deteriorating market conditions, and I expect real estate prices to come down even more in the next year. Consequently, I would like to revisit our discussion regarding pricing strategy.

At the present time, there are simply more homes for sale than there are qualified buyers. In an effort to attract buyers, many home sellers have lowered their asking prices, and new homes are listed for significantly less than in the past. As a result, a number of homes similar to yours in both size and location are now priced considerably lower than your current list price (please see the enclosed sales report I have compiled for further details).

I fully understand your belief in the value of your home, and I agree it is an exceptional property that some buyer will be lucky to have. But for a prospective buyer to fall in love with your home, they have to see it first. And they are much more likely drive by or schedule a showing if it is priced competitively with similar properties.

Fortunately, when it comes to home sales, pricing is one of the easiest problems to fix. If we adjust your current list price to [NEW PRICE], I feel certain that will provide the spark we need to kindle a new blaze of interest among prospective buyers. If you agree that this is our best course of action, just sign the enclosed price adjustment form and return it to me in the in the enclosed envelope as soon as possible.

Remember, the quicker I'm able to make the necessary modifications in listings and ads, the sooner we'll be able to line up new showings for your home! Thanks again for the opportunity to help you reach your real estate goals. I feel confident that with this pricing adjustment, you'll soon see a "SOLD" sign on your lawn.

Sincerely,

[NAME]

[TITLE]