**Price Adjustment Business Letter Template**

<Prospect name and address block>

Dear <name>,

I have some current market information that I want to share with you. Based on my careful research of recently sold homes in your area, I feel that it is time for a price adjustment of your home. Your home is currently listed at [price]. Comparable homes at [address] and [address] have sold for [price] and [price]. Industry research suggests that if you haven’t received an offer after 8 to 10 showings, it is time for a price adjustment. My suggestion to you is to adjust the price to [$xxx,xxx]. This new price should generate new showings for your property.

I have enclosed a price adjustment for you to sign. Please return it to me and I will make the necessary adjustments.

Thank you for letting me be of service you in the sale of your home.

<Contact block with name

RE license #

firm name

firm address

email, phone, and social media>

Disclaimer: This document is provided as a sample and does not constitute legal advice. Members should modify this document to address their specific needs and verify all information provided to ensure its accuracy and compliance with applicable law.