**Price Adjustment Email Sample**

*This email template has been provided by Matthew Scafidi, Noel Jones Mitcham.*

 **The campaign so far:**

Since <insert launch date> We have had a total of <insert number> groups of buyers through the property, with <insert number> requests for section 32.

We have had several buyers come through the property that have indicated interest, who have not responded to our follow-up attempts after leaving the property.

This could be due to them finding similar properties online that are priced lower, however, we can’t confirm this.

At the auction, we had an offer of <insert dollar amount> from <insert name> who has not responded to our last <insert number> attempts to make contact.

<insert name> had indicated interest prior to the auction as well as after the auction but since then, has not responded to neither my team or me.

Since the auction, we have conducted <insert number> open houses with only <insert number> groups attending.

We have tried sending both emails and SMS’s in Chinese and English as well as leaving voicemails in Chinese and English.

**Current position:**

Currently, we have very few buyers enquire about your property or inspect it, which makes it difficult to establish what buyers do or don’t like about the property.

<insert online campaign statistics: how many views, how many people saved the property>

We believe at we are currently sitting above the market in terms of price, which is the reason buyers are choosing not to inspect the property.

As you can see from the statistics, <insert number> of potential buyers have bookmarked your property online. This is a strong indication that they are waiting for a price adjustment.

As discussed, <insert address> sold for <insert dollar amount> which buyers indicated was comparable to <insert link from realestate.com.au>

We trust that buyers are comparing your property to <insert address> which is on the market for <insert dollar amount / range> and goes to Auction on the <insert date>. Here is the link: <insert link on realestate.com.au>

**Where to from here:**

Moving forward, we would like to propose a price range between <insert dollar amount / range> to give us the best opportunity to attract the best buyers in the market.

We are confident this will increase the number of people inspecting your property.

Once the numbers improve, we will have the opportunity to create urgency and competition between buyers and be in a stronger position to negotiate with them.

We would like to schedule new inspections times and in affect, start the campaign over, making the property look fresh to prospective buyers.

We suggest the following open for inspection times:

**Already online**

<insert date>

**New Times**

<insert date>

<insert date>

<insert date>

<insert date>

Once the new price of your property is in effect, my team and I will SMS, email and call all buyers that have inspected or enquired on your property to inform them and invite them to inspect the property again.

You may also be interested to know that we have had an additional < insert number>price adjustments with other vendor’s today making their properties, in our opinion, more attractive to potential buyers.

We can anticipate the same for you.

<insert signature>