**🧩 PMBOK 7-Based Report Outline: Business Case for Lowering Housing Prices**

**1. Introduction**

* Purpose of the report
* Context: Current market conditions
* Objective: Demonstrate how pricing adjustments can increase value for the company

**2. Strategic Alignment**

* Company mission/vision (if known or assumed)
* Market positioning (e.g., affordable housing provider, mid-tier seller)
* How lowering prices aligns with company goals (e.g., volume, community impact, sustainability)

**3. Stakeholder Engagement & Value Focus**

* Primary stakeholders: buyers, investors, company leadership, developers
* Stakeholder interests:
  + Buyers: affordability, accessibility
  + Investors: ROI, volume sales
  + Company: brand equity, cash flow
* How this pricing strategy delivers value to each group

**4. Opportunity and Problem Definition**

* Problem: Stagnant sales / low buyer engagement / market saturation
* Opportunity: Boost demand, capture more market share, reduce inventory backlog
* Supporting data: housing trends, price elasticity, income-vs-price gaps

**5. Benefits Realization**

* Expected benefits of lowering prices:
  + Increased volume of units sold
  + Faster inventory turnover
  + Higher total revenue over time
  + Improved customer perception
* Include charts, projections, or case studies if possible

**6. Risks and Mitigations**

* Risks:
  + Lower profit per unit
  + Brand perception shift (e.g., “discount” brand)
  + Potential investor concerns
* Mitigations:
  + Limit discount to specific regions or time windows
  + Marketing strategy to control brand narrative
  + Tight cost controls to preserve margins

**7. Performance Measurement**

* KPIs:
  + Sales volume before/after
  + Average days on market
  + Revenue per square foot
  + Customer satisfaction / referral rates
* How success will be tracked and adjusted

**8. Implementation Strategy**

* Phased rollout by region or product line
* Duration of pricing adjustments
* Communication strategy (internal and external)
* Coordination with sales and marketing teams

**9. Sustainability & Long-Term Outcomes**

* Long-term competitive advantage through market share
* Brand trust and community engagement
* Path to affordability as a strategic differentiator

**10. Conclusion and Recommendations**

* Summary of expected value
* Final argument: Why this is the right time and strategy
* Call to action: Executive approval, pilot project, or financial modeling

**11. Appendices (if needed)**

* Housing price trend charts
* Historical performance data
* Market demand analysis
* Affordability index comparisons