

Friends, Family, & Past Client Letter

One of the keys to plugging that hole in our Real Estate business is to make sure **our Network knows exactly what we do, and how we can help with any scenario related to Real Estate or Mortgage Lending.** A great way to accomplish this is to mail, (Snail, not Electronic), a letter to our Personal Network and Past Clients. On the next page you will find a **Sample Letter** that you can use and customize to fit your needs. Recommendations:

- Hand address the envelopes with blue ink, and use a true postage **stamp**, (instead of a postage meter). These small steps provide a more personalized feel, and will increase the chances that your letter will get opened, and read.
- My preference is to not send the letter on company letterhead, but instead, on plain white paper. And, we do not include business cards in the envelope; our contact info is included with the letter, and that is enough for this first step. Business cards convey BUSINESS... **we want to be as personal as possible.**
- Send 5, 10, or 20 letters a week, instead of sending the letter to your entire network of 500 or more all at once. Remember to send to your "Top 100" first, then move on to the rest of your database.
- Use a handwritten P.S. at the bottom of the letter...it will be the first (**and perhaps the only**) thing they read in the letter. The handwritten P.S. and handwritten envelopes will make this project a bit more time consuming, but it will increase the engagement with your audience. The P.S. is your opportunity to further personalize the letter by mentioning something specific about them, their hobbies, kids, etc., (i.e. "How is Becca doing with her singing lessons?").
- Be prepared to call and follow up on the letter within 5 days of them receiving it, (unless of course they call you first based on your P.S.)
- The goal of the letter is to inform them of what you do, how you can help with anything related to Real Estate or Mortgage Lending, **and** to move the relationship forward with a future phone call or face-to-face meeting.
- Insert your own personality into the letter... be that humor, energy, relationship, etc.

Have fun reconnecting with your Network of FRIENDS!

Sample Letter

Jon and Sue, [use *first* names if appropriate]

I hope you are enjoying your summer so far! This is just a quick note to say hello, check in with you, and to clarify exactly how I work to help my friends, family, and past clients with their Real Estate and Home Lending needs.

I often get a lot of questions from people that don't understand exactly what I do... *and that's ok!* That said, what I am hoping you can do for me is this: *any time you hear someone you know utter the words **Realtor, Real Estate, Home Purchase, Home Sale, Mortgage, Refinance, Loan Officer, or Interest Rates**, that you will provide a quick introduction between that person and myself.* I would truly love to help anyone you know that has Real Estate and/or Home Lending questions or needs.

As you know, I am a Realtor expert in the [insert your local market here], but I also have a network of Realtor and Mortgage Lending connections all over the country. **If you, a family member, friend, co-worker, etc., who have a Mortgage or Real Estate need, anytime, anywhere,** it's imperative that they know: *I want to help them!*

And if I can't help them **directly**, I promise to guide your family/friends to a Realtor or Mortgage Lending expert you can **trust**.

So, whenever you have a friend with a Real Estate question or need, please feel free to *either*:

- Email me at xyz@myREcompanySample.com with the question or name/number of the person that needs assistance
- Call me at 555.555.1212 and provide me that same information

In my industry, most people **say** that work off of referrals, however, I truly strive to live that concept out. My entire business is centered on building and maintaining close relationships, and to help people achieve the financial freedom and joy that homeownership affords. If there is ever anything I can do for you regarding Real Estate, Mortgage Lending, Insurance, Financial planning, etc., do not hesitate to give me a call!

In Gratitude –

[\[sign first name here\]](#)

Mary

P.S. Hope you both are well... it's been too long since I last saw you! Please give me a quick call when you have a moment... I had an idea I wanted to run past you... 555.555.1212

[NOTE] – the P.S. is handwritten, in [blue](#) ink, and customized to fit the recipient. The “idea” is usually to invite them to coffee, lunch, golf, or to just “catch up.” Then, work to conduct a face-to-face “interview-style” meeting.]