

William H. Pivar and Corinne E. Pivar

# POWER REAL ESTATE E-MAILS & LETTERS

Fifth Edition

William H. Pivar and Corinne E. Pivar

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POWER  
REAL ESTATE  
E-MAILS &  
LETTERS

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Fifth Edition

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# INTRODUCTION

In effective communications, personal contact usually ranks first and telephone conversations, second. This leaves written communications in third place. Written correspondence does, however, have some distinct advantages over other methods of communication. Besides providing a written record, which allows little room to question the message conveyed, the written word can provide clarity of intent often lost in verbal exchanges. Also, at times, writing is the only feasible way to communicate effectively because of the recipient's inaccessibility, the sheer volume of people to be contacted, or the complexity of the information to be shared.

Real estate agents need to use their time effectively, and they must establish and maintain relationships with current and future clients. The fifth edition of *Power Real Estate E-mails & Letters* puts fresh, persuasive, concise letters and e-mails at your fingertips. They will save you valuable time and effort in communication on hundreds of topics, allow you to reach a large number of clients. Individual agents and entire real estate offices can increase their productivity by using these simple templates.

You can easily adapt these templates to your own audience. Many of them include optional or sample information in brackets. When several numbered options are supplied, choose one or use your own words to tailor each letter or e-mail to your specific situation.

These templates are available for download at [www.dearborn.com/recampus/reeducators.asp?link=6](http://www.dearborn.com/recampus/reeducators.asp?link=6). In the PIN-PROTECTED RESOURCES field, enter 773355, and then click "Continue." If you are unable to access the templates after entering the PIN, please e-mail us at [contentinquiries@dearborn.com](mailto:contentinquiries@dearborn.com) for assistance.

By presenting either a letter or e-mail format, we have suggested the method we think is best for a given message; however, this is just our suggestion. You can use these messages in the format that works best for you and your circumstances. Before sending a message to or calling your contacts, make sure you comply with the legislation discussed in the next section.

## Legislation You Need to Know

### Fax Regulations

The Telephone Consumer Protection Act, as well as FCC regulations, prohibits sending unsolicited advertisements (junk faxes) to a fax machine. The prohibition applies to both businesses and residences. As of July 1, 2005, permission to send fax advertisements can be granted only with a signed written statement that includes the fax number to which the fax may be sent. This requirement effectively rules out the use of fax messages for real estate solicitation purposes.

In the real estate profession, the primary use of the fax is in the transmission of documents, although documents are often transmitted as attachments to e-mails.

It is strongly suggested that signed contracts also be placed in the mail at the time they are faxed or e-mailed.

### E-mail Regulations

The CAN-SPAM (Controlling the Assault of Non-Solicited Pornography and Marketing) Act of 2003 established national standards for sending commercial e-mail messages. To protect consumers from being assaulted by misleading unsolicited e-mail messages, unsolicited e-mails must include the following:

- A clear and conspicuous opt-out mechanism that allows the recipient to decline future e-mails from the sender

Example:

Please do not send me any further e-mails about real estate opportunities.

- A functioning return e-mail address
- A valid subject line indicating that the message is an advertisement
- The legitimate physical address of the sender

The CAN-SPAM Act, which is enforced by the Federal Trade Commission (FTC), has made it a misdemeanor to send SPAM with falsified header information. Each violation is subject to a fine of up to \$16,000.

### National Do Not Call Registry

Under the authority of the Telephone Consumer Protection Act, the FTC and the Federal Communications Commission (FCC) established the National Do Not Call Registry, which applies to interstate and intrastate telemarketing calls. By registering their phone numbers, consumers can be protected from unwanted commercial solicitations. Because the fine for calling someone whose name appears on the National Do Not Call Registry is up to \$16,000

per call, it is important that calls made to sell or lease properties or to offer services be made only after checking the registry.

To find out whether a party is on the national registry, a broker can request an account number from the registry's Web site, which can be given to agents. Agents can access the registry at [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov). The registry is organized by area code.

A simpler method is to use any of a number of scrubber programs available online. These programs will remove numbers on the national registry from your telemarketing list.

Following are some important general exceptions to the do-not-call rules:

- If you have an existing business relationship with a party (18 months after a purchase or a sale), you can call that party even if that party is listed in the registry.
- After an inquiry, calls may be made to the inquiring party for three months.
- You may call persons who have given you written permission to call.
- You may call commercial telephone numbers. (The registry applies only to residential phones.)
- You may call the numbers on for-sale-by-owner ads or signs. A call may be made as a buyer representative but not as a solicitation for seller representation.
- Calls for purely survey purposes are exempt. However, if any solicitation is included in the call, the call is not exempt from the do-not-call rules.

For detailed information about the registry, check [www.fcc.gov/encyclopedia/do-not-call-list](http://www.fcc.gov/encyclopedia/do-not-call-list).

Most states have rules and regulations implementing do-not-call legislation that incur fines for telemarketing violations. The Web site [www.donotcallprotection.com/do\\_not\\_call\\_chart.shtml](http://www.donotcallprotection.com/do_not_call_chart.shtml) will indicate whether these regulations expand on federal requirements.

**Because of the National Do Not Call Registry, initial buyer and seller solicitations will often be limited to personal contact, letters, or e-mails.**

## Personal Contact versus Letters

This book provides some letters for situations in which personal contact is often the desired method, such as presenting offers, requesting price reduction, or dealing with personnel problems. Consider each situation individually; ask yourself what your goal is and what the best method of communication is for that goal. As long as it is feasible, use the best method, whether that includes letters, e-mails, faxes, personal contact, phone calls, or another method. Also, be sure to comply with the regulations described in the previous section.

## E-mails versus Letters

As you can readily see from your correspondence, use of the letter as a form of written communication has declined while that of e-mail has increased.

Initial contact correspondence must generally be by letter because you are unlikely to have the e-mail address of the recipient, But once contact has been made, further correspondence will probably be by e-mail.

### Advantages of E-mail

Using e-mail rather than letters has several distinct advantages, including the following:

- **Speed.** Messages are transferred immediately from sender to recipient. The old expression “Strike while the iron is hot!” comes from blacksmiths who shaped iron with a hammer. In order to be effective, the iron had to be red hot. This idea is critically important in sales. When recipients want information, you want them to have it immediately.
- **Cost.** E-mail is virtually cost-free while mailings can be costly, especially when multiple letters are required such as when canvassing a large area or group.
- **Links.** E-mail can allow recipients to access your Web site, view property flyers, take a virtual tour of property, obtain your resume, view newsletters, and the like.
- **Immediate reply.** E-mail allows a recipient to immediately reply to a message, and e-mail strings allow you to view the original e-mail as well as responding e-mails.

### Disadvantages of E-mail

Disadvantages of e-mails include the following:

- **Unopened e-mails.** Recipients are bombarded with numerous e-mails. Because an estimated 80 percent of e-mails sent today are related to sex or pornography, it is understandable that so many e-mails are deleted without being opened. There is a danger that important messages will be deleted if the recipient does not immediately recognize the e-mail as legitimate.
- **No second chance.** Once an e-mail is dumped, it cannot be readily retrieved if the recipient is having second thoughts.
- **Spam blockers.** Many small businesses get hundreds of e-mails each week—some legitimate, some not—and it takes a lot of time to sort through and determine which are legitimate. To reduce the number of e-mails reaching their servers, businesses and individuals are using SPAM blockers. Spam is electronic mail regarded as junk mail that is sent to a great many recipients. While many types of blockers are available, they generally are keyed to words and phrases that indicate an unsolicited message. Some apply ratings to words and block e-mails that exceed ratings. Some blockers have a “suspect” file into which they place some messages. Words such as “last chance,” “limited opportunity,” “new breakthrough,” “urgent,” “money-back guarantee,” and the like will prob-

ably be rated. You do not want your e-mails to appear to be SPAM, or they may be blocked.

- No e-mail address. While difficult for most young people to grasp, a great many individuals do not have an active e-mail address or choose not to use e-mail. For this group, letters are the only means of sending the written word.

## When Letters Are Preferred

Personal matters normally should be covered by letter. Examples are condolence cards and letters, personnel matters such as commendations or problems, thank you letters, and even Christmas, birthday, or anniversary cards. You have never seen a batch of Christmas e-mails decorating a fireplace mantle. Handwritten notes show caring, while typed messages tend to be impersonal.

Important communications with attorneys and government officials should usually be written in order to reduce the chance that the message will not receive the attention it deserves.

When you want to contact a particular person but don't have an e-mail address and the party is listed on the National Do Not Call Registry, your only alternatives are a knock on the door or a letter.

## Obtaining E-mail Addresses

There are hundreds of suppliers of e-mail lists. Many lists are sorted by zip code. Further selection is possible by family size, age, and even income estimates. Even the use of targeted lists is a shotgun approach to marketing. Most e-mails will never be opened and of those that are, few will be read by parties who have a need you wish to fulfill. Your e-mails will be regarded by most recipients as SPAM.

Lists you compile are far more valuable. Sources for these lists include the following:

- Your Web site. Create a form that allows viewers to indicate whether they would like to receive data on new listings as soon as they are available based on criteria they provide regarding size, area, price range, and essential features.
- Open-house registry. Ask attendees whether they would like e-mails about new listings and/or future open houses based on their criteria.
- People who have responded to ads, signs, or your Web site. Ask whether they want information about new listings.
- Former buyers and sellers. Ask whether they would like to know what is happening in the area as to listings, sales, or a newsletter.
- People you meet or talk to. A great many people are curious about listing prices and sales in their area. Simply asking whether they would like to receive e-mail information on new listings and/or sales in their area will result in a great many positive responses.

By supplying information to fulfill needs or just curiosity, your e-mails will have a great likelihood of being read, even if the described property does not fulfill a recipient's needs. It might be a property that the recipient will want to mention to a friend.

## Tips for Letters and E-mails

All written messages must accurately convey what the writer intends to say to be effective. To achieve this in your writing, apply the KISS rule—keep it simple and sincere. In other words, your message should follow these guidelines:

- Get to the point quickly.
- Use clear and concise language so readers will not get a message other than what is intended.
- Be honest.

Here are a few additional rules you should follow in professional communication, whether in letters or e-mails:

- The most important attribute of any business communication is clarity. It must convey the writer's message to the reader in an unambiguous manner. One of the keys to achieving clarity is brevity. For this reason, the e-mails in *Power Real Estate E-mails & Letters* are short and to the point. Short, clear messages are more likely to be fully read and understood by the reader.
- Brevity is important. A short message is more likely to be read than a long message. Business communications are likely to be read by people who are as protective of their time as you are of yours. Therefore, the message must be quickly understood. If the reader is not getting the importance of the message within the first 15 seconds, chances are that you need to rewrite your message.
- Ideas expressed in short sentences are easier to grasp than those in long sentences.
- Use separate paragraphs for different points you wish to make.
- Your language level should be about the sixth-grade reading level. You might have an extensive vocabulary, but remember that the purpose of your writing is to communicate, not to impress.
- Use a standard font because some readers have difficulty with italics and cute typefaces.
- Avoid extraneous material that detracts from or obscures the primary message.

## Letters

All the letters in this book are laid out in roughly the same format, on a fake letterhead that includes a logo. Your correspondence should be on your company's letterhead and include your company's address.

The logo in each of our letters is followed by blanks that precede the salutation (e.g., Dear Mr. Jones). Those blanks are intended for the date and the recipient's name and address, like this:

[Date]

[Recipient name, title (if applicable)]

[Company name (if applicable)]

[Street address]

[City, state, ZIP]

You will see that some letters in this book contain lists of items identified by a bullet (■) or a check mark (✓). Lists are very effective in sales letters because the reader's eyes are led naturally down the letter.

## E-mails

Your e-mail address should include your name or your firm's name. Addresses that do not identify senders are not likely to be opened.

The subject line of your e-mail is very important. The subject should be honest, concise, and clear and should entice the reader to open the e-mail. Examples of such subject lines are as follows:

- (16 homes) selling for half their former price
- Your neighbor [Charles White] sold his house in [13] days
- Home prices [fall] [on the rise] in Hoffman Estates
- [First] million dollar home sale in Hoffman Estates
- Foreclosure home bargains in your neighborhood

The e-mails in this book include subject lines that you can use or modify as necessary. If you choose to use a letter as an e-mail, don't forget to include the all-important subject line.

Once the e-mail is opened, the text should reinforce the subject immediately. If the first few sentences don't contain the desired material, there is a good chance the e-mail will be discarded before it is fully read.

As with your other written communications, you should use a standard font in a standard size. Do not use all capital letters because it can make your message look like SPAM.

## Marketing Tips

### Using Sales E-mails and Letters as Marketing Tools

Sales e-mails and letters are different from most business letters. They are directed ads that are simply requests for business. Real estate sales solicitations are intended to sell either your services or property. In advertising, the acronym *AIDA* is often used. It stands for attention, interest, desire, action. A sales letter should meet these criteria: grab the reader's attention, generate interest, create a desire for the product (or for more information), and result in either action by the recipient or the recipient's anticipation of action by you.

When you wish to target a particular party rather than a group, you can make a solicitation letter more likely to be read by sending it as an overnight letter or using a special service such as FedEx. Because it shows that you regard the message as important, the recipient is less likely to discard it without thought.

The message must grab the reader's attention in the first few sentences. If you have attracted the reader's attention, the entire message, even an extremely long one, will generally be read. Attention-getting headings can be directed to particular interests of the recipient, or they can even be absurd or humorous statements. The heading must, however, quickly lead to a message of interest; if it doesn't, your solicitation letter will be discarded. Keep in mind that people want benefits, and they must be told quickly that benefits are what you are offering them.

In the real estate profession, you should regard the e-mail or letter as a tool to get you through a door. They don't sell property or services—the sale is up to you.

### Testing Your Market

Direct mail marketers know that all sales letters are not equally successful. Some letters have phenomenal results, while others fail to generate anything other than mailing expense. Because direct mailing is one of the most costly advertising media in terms of the cost for each contact made, you don't want to waste dollars on mailings that fail to maximize results. Your copy is important, and we have provided you with various copy choices for listing and buyer solicitations. However, copy effectiveness will vary regionally and among target audiences. We therefore suggest that you test your market using different copy so you can concentrate on what works most effectively before you send any mass mailings.

To evaluate effectiveness, you can use different mailing pieces sent to people whose last names begin with different letters. By knowing the number of pieces mailed and the resulting number of appointments, you will be able to track your percentage of success.

Because e-mails have only incidental costs, they are used by many marketers to test different approaches before using mass mailings. While e-mail response percentages will likely be far less than direct mail responses because of the large number of e-mails that are either



blocked or discarded unread, the response statistics should indicate which approach will result in the greatest benefit.

## Dos and Don'ts of Soliciting by Mail

Following are some dos and don'ts of soliciting listings or buyers by mail.

### Dos

1. Your mailing should promise a benefit to the recipient.
2. Personally address all correspondence. Never write "To Occupant." Occupants don't buy or sell real estate—people do.
3. Address each letter to make it look personal to the recipient. Handwritten is best, but not always practical. The letter should also be personalized by using the recipient's name. With computer aid, this is a relatively simple task.
4. Target letters to those likely to be interested in your services. Use mailing lists or reverse directories that will give you the names of residents from their addresses. This rifle approach is better than a shotgun approach, in which much of the shot misses the mark. For example, if your mailing's goal is to locate buyers for low-cost homes with low down payments, consider mailing to families within the service area who live in moderately priced rental units and manufactured homes.
5. Include your card in every letter. If your card has a recent photo of you, its effectiveness increases; your reader now identifies your name with a particular person. Cards should also include your e-mail address and company Web site.

### Don'ts

1. Don't use a postage meter, third-class mail, a stick-on address label, or a window envelope. These make the mailing look like junk mail, and junk mail is more likely to be discarded after only a cursory glance.
2. Don't disguise the purpose of the letter by making your mailing appear to be an official government letter or a check. Misleading your readers is unethical, and you want to establish yourself as a professional.
3. Don't use undersized envelopes. Envelopes that are too small force you to make an awkward fold in the letter.

## Testimonials

Testimonials are effective and can be included as attachments in mailings and e-mails. If the reader can relate to the person giving the testimonial, by being in similar circumstances or from the same area, the effectiveness of the testimonial increases. To obtain testimonials, all

you really have to do is ask. Satisfied buyers and sellers usually respond favorably to such a request. See page 191 to find a sample written request for a testimonial letter.

## Color

Color and texture attract attention and can be effectively used in flyers, but e-mails and letters should appear personal. Color makes letters appear to be mass-market pieces and create a negative impression when selling real estate. A light color such as buff or gray can, however, convey a professional image. While slick, hard-coated stock can be used for flyers, letters should be on uncoated stationery. For e-mails, a simple black font can be used for the message, but photos in or attached to the e-mail should be color shots that will print well.

## Follow-Up Calls

Follow up your e-mail or letter with a call to your contact. Here are four general tips about making follow-up telephone calls to buyer or seller inquiries, as well as letter recipients (when you are not precluded from making the call by a do-not-call list):

1. Immediately identify yourself and tie your call to your e-mail or letter.
2. Give minimal information. The more information you give over the telephone, the less your chance will be of obtaining a face-to-face meeting.
3. Get information—ask questions. Answering questions with questions is a good technique to use (e.g., if a prospect asks how many vehicles a garage of a certain property fits, ask how many vehicles the prospect has).
4. Make a face-to-face appointment. You should set a time and date to meet the prospective buyers or sellers. You will generally want both parties present when you deal with couples. Use an option of two positive choices, instead of giving prospects the option of not meeting with you: “Would you [and Mrs. Smith] be available at 4:30 this afternoon, or would 5:00 be more convenient?”

## Have an Idea for an E-mail or Letter? Contact Us!

The e-mails and letters in this book should satisfy more than 90 percent of an average real estate office’s written communication needs. If you think there is a need for letters not included in this book, please let us know so we can add them to later editions. Many of the new e-mails and letters in this edition are the result of reader requests. Contact us at [WilliamPivar620@msn.com](mailto:WilliamPivar620@msn.com).

## Acknowledgments

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C H A P T E R

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# **PROMOTING YOURSELF**

## Letting People Know You Are a Real Estate Agent

We strongly suggest that letters, rather than e-mails, be used for introductory promotion. Enclosed cards should have your photo so recipients can place your face with your name.

### Letter to Friend or Acquaintance on Joining Firm

**UR**  
\_\_\_\_\_  
**H O M E R E A L T Y**

\_\_\_\_\_  
← Date and address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear \_\_\_\_\_:

[1. I am your neighbor at 7318 Elm, the green house on the corner of Elm and Larsen. 2. I am Jeffrey's mother. 3. I enjoyed working with you (on the recent blood drive).]

I have recently joined [UR Home Realty] as a [sales associate]. I am well prepared to meet the real estate needs of all my friends and neighbors.

If you or any of your friends need any real estate services, I would appreciate it if you would think of me.

Sincerely,

\_\_\_\_\_

Enclosure: ← Card

**Note:** This letter is written for a new licensee. Besides your personal friends and neighbors, the letter should go to people you do business with, close friends of family members, parents of your children's friends, members of organizations you belong to, and so on. The first paragraph makes certain that the recipient knows who you are. If you have had any positive personal relationship with the addressee, be certain to mention it. Your photo on your card will reinforce this reminder.

### Broker Letter to Neighbors of New Salesperson

**UR**

---

**HOME REALTY**

\_\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

[Judith Reilly], [your neighbor] who lives [at 111 Midvale Lane in Sunshine Estates], has recently joined our firm as [1. a sales associate 2. an associate broker]. [Judith] has been your neighbor for [four] years. [She] and [her husband] have [two children, Lisa, age nine, and Jeffrey, age seven, both of whom attend Midvale School]. [Judith is a graduate of Ohio State and previously worked in marketing.] [She] has just completed our training program and will be specializing in [residential sales] in [Orchard Ridge]. If you or any of your friends have any real estate needs, we hope you will contact [Judith]. I have enclosed one of [her] new cards.

Sincerely,

\_\_\_\_\_

Enclosure: ← Card

**Note:** This letter should paint the agent as a person the reader will want to know. It should be mailed over a radius of several blocks around the new employee's home, as well as to the employee's special friends and, if the employee has children, to the parents of the children's friends. The employee's picture should be on the enclosed card so neighbors can identify the employee.

### Salesperson Letter to Neighbor

**UR**  
\_\_\_\_\_  
**H O M E R E A L T Y**

\_\_\_\_\_  
← Date and address

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear \_\_\_\_\_:

I am your [1. neighbor 2. new neighbor] at [3752 Elm Drive—the white house on the corner in Sunshine Estates].

I am [1. an associate broker 2. a real estate salesperson 3. a REALTOR-Associate®] with [UR Home Realty]. I wanted you to know that I am prepared to [meet any real estate needs that you might have].

If you or any of your friends have any questions concerning real estate, don't hesitate to call me at [602-555-8200].

Sincerely,

\_\_\_\_\_

Enclosure: ← Card

**Note:** You might add a handwritten note that says, “I will call you in the next few days to discuss any present or future needs you might have.” Don't attach this note if the neighbor is listed on the do-not-call registry. Enclose your card with your photograph. Your card is more likely to be noticed if you attach it to the letter with a paper clip or staple.

## Letter to Friend or Acquaintance on Designation or Course Completion

**UR**

**HOME REALTY**

\_\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

[1. Just a short note to let you know that I have been awarded the professional designation (1. CRS 2. GRI) for use after my name. (1. CRS 2. GRI) stands for (1. Certified Residential Specialist 2. Graduate REALTOR® Institute). To achieve this designation, a REALTOR® must have met the high standards set by the (1. Residential Sales Council 2. National Association of REALTORS®) and have completed a rigorous course of training.]

[2. Just a short note to let you know that I have recently completed the course (Financial Skills for the Residential Specialist). This course, sponsored by the (Residential Sales Council), has prepared me to (better advise buyers and sellers in matters such as mortgage choice, tax implications, and available financial alternatives).]

As a result, I am now better prepared to professionally assist buyers and sellers in meeting their real estate needs. Should you or any of your friends be in need of professional real estate services, I hope you will think of me.

[1. Sincerely, 2. Your friend,]

\_\_\_\_\_

Enclosure: ← Card

**Note:** If the letter recipient might not immediately identify you from your name, you should include a first sentence such as the following: [1. I am your neighbor at 7318 Elm, the green house on the corner of Elm and Larsen. 2. I am Jeffrey's Mother. 3. I enjoyed working with you (on the recent blood drive).]



**Letter to Friend, Acquaintance, Past Customer,  
and Client When You Change Offices**

**UR**  
\_\_\_\_\_  
**HOME REALTY**

\_\_\_\_\_ ← Date and address  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Dear \_\_\_\_\_:

Just a note to let you know I am located at a new address. I am now [1. a sales associate 2. an associate broker] with [UR Home Realty] at its office [on Bellflower Boulevard]. I will be able to offer a higher level of service because of management support and the group of dedicated professionals who work together as a team to fulfill both buyer and seller needs.

[1. I will be contacting you in the next few days to find out if any of your friends need my real estate services. I would appreciate any help that you can provide. 2. If you or any of your friends need real estate services, I would appreciate it if you would think of me.]

Sincerely,  
\_\_\_\_\_

Enclosure: ← Card

**Note:** Enclosing a business card with your photo on it greatly enhances your letter's effectiveness; the reader can then place your face with your name. Mail this letter to friends, neighbors, and acquaintances; service people you do business with; members of organizations you belong to (e.g., social, special interest, or religious groups); friends of family members; the parents of your children's friends; previous buyers and sellers you have dealt with; and your active files of prospective buyers and sellers. The paragraph indicating you will be contacting the recipient should be used only if you are not precluded from calling by the do-not-call rules.

## Letter to Friend, Acquaintance, Neighbor, or Former Client Upon Opening Your Own Office

**UR**

---

**HOME REALTY**

\_\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

Guess what! I took the big step! No, [1. not marriage 2. I am already married]. I have opened my own office (see the letterhead). I am now an independent broker [1. affiliated with (Century 21) 2. doing business as UR Home Realty].

I am very excited about the move. I offer [1. a full range of investment and residential properties 2. specialized service for homebuyers and sellers in (West Covina)].

If you are in the area, stop by for coffee and a hello! I could also use your help. I would greatly appreciate any referrals you can provide of friends and neighbors who might be considering buying or selling real estate in [West Covina].

Sincerely,

\_\_\_\_\_

Enclosure: ← Card

**Note:** Asking for help is an excellent approach to use for a person with whom you are acquainted.

**Sold a Home in the Neighborhood**

**UR**

**H O M E R E A L T Y**

\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

Just a note to let you know I sold [Tom and Mary Riley's] house at [2731 Briar Place]. They are moving to [Phoenix, Arizona]. I know you will be sorry to lose them as neighbors.

I will let you know about our new neighbors when they move in.

If you or any of your friends and neighbors need real estate advice or services, I hope you will consider me.

[1. Sincerely, 2. Your friend,]

\_\_\_\_\_

Enclosure: ← Card

### Welcome Your New Neighbor

**UR**

**HOME REALTY**

\_\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

As I wrote you, I sold [Tom and Mary Riley's] house at [2731 Briar Place].

The buyers are [Ralph and Audrey Sharkey]. They have [a son Ralph, Jr., who is eight years old, a son Thomas who is six, and a daughter Lori who is three].

I hope you welcome them to the neighborhood.

If you or any of your friends need real estate services, I hope you will consider me.

[1. Sincerely, 2. Your friend,]

\_\_\_\_\_

Enclosure: ← Card

**Note:** This letter and the prior letter show success. When sellers look for an agent, they want one who succeeds. Always obtain the buyer's permission to give out family information.

### Offer to Speak

**UR**

**HOME REALTY**

\_\_\_\_ ← Date and address

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Dear \_\_\_\_\_:

I understand that, like all service organizations, you constantly need speakers. Well, I would like to offer my services.

I have prepared a [30-minute] presentation on [1. the dynamic changes in the Westwood real estate market 2. proposed zoning changes and what they mean to you 3. the realistic future of the real estate market. 4. why real estate investment makes sense in today's economy 5. the real estate recovery] that I think will interest most of your members.

I will be calling you in a few days to discuss my proposal.

Yours truly,

\_\_\_\_\_

Enclosure: ← Card

**Note:** Your chamber of commerce should be able to give you a list of local service organizations and people to contact. By stating you will be calling, the recipient is forced to consider your offer.

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Fifth Edition

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