

Instruction: This is a model letter. Adapt to fit your facts and circumstances.

Return address:  
Name  
Address Line 1  
Address Line 2  
City, State Zip Code

Date

Name  
Company  
Address Line  
City, State Zip Code

Re: Customer Follow-up – Preferred Customer Private Sale

Dear :

On {date} we held our annual Preferred Customer Private Sale to show our appreciation to our valued customers. We hope that you enjoyed the sale this year. We placed much effort to ensure that each year's sale is only better. We value your opinion as a loyal shopper. If you have any comments or questions concerning the sale, please feel free to share them with us.

Once again thank you for shopping with {Name}.

Sincerely,

N A M E