Date

Name
Address
City, State, Zip

Dear [NAME],

Over the past decade, the real estate market has endured wild fluctuations in pricing and availability. Most people are aware of these changes. What many people-including, sadly, many real estate professionals-don't realize is that the best way to approach the market has also undergone a transformation during this period. Methods of looking for homes to buy have changed, as have the most effective sales and advertising techniques.

My name is [NAME], and I'm a [REALTOR®/AGENT/BROKER] who constantly studies the market. I keep up with the latest trends as well as the tried and true, and carefully analyze patterns to see which techniques produce the best results. In addition, I look at which approaches appear to be getting more effective over time and which less so. And because each area is a little different, I pay particular attention to what works in the individual markets I serve.

By continually refining my methods to adapt to the changing market, I ensure that I'm providing my clients with the most effective service and the best possible results. To learn more about the cutting-edge real estate services I offer, please visit my Web site at [WEB ADDRESS].

Don't get stuck with a [REALTOR®/AGENT/BROKER] who's stuck in the past. If you are considering buying or selling a home, give me a call at [PHONE] or email me at [EMAIL], and put an innovative trailblazer to work for you!

Sincerely,

[NAME]

[TITLE]