Date  
  
  
  
Name  
Address  
City, State, Zip  
  
Dear [NAME],

Are you looking for an experienced, savvy [REALTOR®/AGENT/BROKER] who pays attention to your individual needs and goals?

Look no further.

My name is [NAME], and I'm a [REALTOR®/AGENT/BROKER] who doesn't believe in cookie-cutter, “one size fits all” real estate solutions. Instead, I take the time to get to know each individual client, learn their tastes and preferences, and listen when they tell me what they want me to do for them.

Whether you're buying or selling a home, I'll tailor my approach to best meet your particular situation. If you want to sell, I'll get you the highest price with the least amount of hassle by identifying what makes your home unique and pitching it to the right audience, using a customized marketing plan. If you're a buyer, I'll always pay close attention to your budget and preferences. Whether you express a desire for isolation or proximity to work, an emphatic need for a spiral staircase or an all-clover lawn, I'll build a customized search for you. And don't worry, I'll never try to push you into the most expensive property you can qualify for; instead, I'll make sure you get a chance to see every home I think you might love.

If you're searching for a [REALTOR®/AGENT/BROKER] who pays attention to your schedule, understands your idiosyncrasies, and works hard to achieve the best possible outcome, give me a call at [PHONE] or contact me via my Web site at [WEB ADDRESS], and start getting personalized service today.

Sincerely,

[NAME]

[TITLE]