Date

Name
Address
City, State, Zip

Dear [NAME],

I'd like to congratulate you once again on the [SALE/PURCHASE] of your home! You must be very excited about your upcoming move-and I'm sure you've got a million things to do!

That's why I'm writing to you today; in all the hustle and bustle of moving, I'm sure the last thing you want to be doing is taking time out of your busy day to make sure that everyone has your new address and contact information! I know what a chore that can be, so I'd like to extend a special favor to you-consider it my way of saying “thank you” for your loyalty and trust!

If you could take just a few moments to provide me with the names and mailing addresses of your friends and family, I will send professionally-created postcards to each of them with your new address, phone number, and email address! I've received great feedback from those who have already received this service, and it's truly a pleasure for me to provide it.

All you have to do is fax, mail or email your list of names/addresses to me, along with your new contact information-and I'll send out the postcards immediately. It's that simple! There's no delay in notifying the important people in your life of your recent move, no hassle for you, and no chance of forgetting someone important!

I hope you'll take advantage of this complimentary service I provide for my valued clients-it's the least I can do to show my appreciation! Send those names and addresses at your earliest convenience-I'll be looking forward to hearing from you!

Sincerely,

[NAME]

[TITLE]