Date

Name
Address
City, State, Zip

Dear [NAME],

Whether you are looking to sell or buy a home, it pays to work with a [REALTOR®/AGENT/BROKER] who knows the local real estate market inside and out and someone with excellent contacts in all real estate related fields.

My name is [NAME], and I'm a [REALTOR®/AGENT/BROKER] with extensive knowledge of local neighborhoods, schools, daycare facilities, community offerings, market conditions, property values, zoning regulations and other ordinances. I also enjoy superb working relationships with professionals in the areas of financing, real estate law, title search, home inspection, and appraisal. And if you are looking to have work done on your home before putting it up for sale or after making the purchase, I can put you in touch with outstanding contractors, landscapers, and interior designers.

Not sure how much you can get for your home in the current real estate market, or wondering if you can afford your dream home? Let me help. I analyze and determine property values in the [NAME OF AREA] area on a daily basis. If you're interested in buying a home, I'll make sure you're getting a great deal, and if you're getting ready to sell, I'll help you price your property correctly right from the start. I know what buyers in our area are looking for, and I'll work with you to present your home in the best possible light. To get your property the attention it deserves in [NAME OF CITY OR COUNTY] and beyond, I'll launch a comprehensive marketing campaign-locally and on the Internet-enabling you to sell for top dollar.

Contact me today to discuss how my local market expertise can help you achieve your real estate goals. You can reach me by phone at [PHONE] or by email at [EMAIL]. To learn more about the range of services I provide to home buyers and sellers, you can also visit my Web site at [WEB ADDRESS].

I look forward to working with you.

Sincerely,

[NAME]

[TITLE]