Date

Name
Address
City, State, Zip

Dear [NAME],

Buying and selling a home is among the largest financial decisions most people will ever make. It's also an experience that can be time-consuming, complex, and fraught with hidden intricacies and risks. A single misstep could cause your offer to be rejected or your home to languish on the market for many months without a sale. No wonder, then, that many people consider the process of buying or selling a home a highly stressful time.

But it doesn't have to be that way. My name is [NAME], and I'm a [REALTOR®/AGENT/BROKER] who fully appreciates that my clients are trusting me with their most valuable asset. It's a responsibility I do not take lightly. I will do everything in my power to ensure that your real estate transaction is not only successful, but as smooth and hassle-free as possible.

It's really quite simple: Your satisfaction is my priority. Even if it means more work or less money for me, I will go the extra mile to guarantee a successful outcome and a happy client. That's because your opinion of me and word-of-mouth advertising is far more important than the commission I earn on any single transaction.

To learn more about my client-centered approach to real estate transactions, please visit my Web site at [WEB ADDRESS]. Or call me directly at [PHONE] to discuss your needs and explore how I can be of service to you.

I look forward to hearing from you!

Sincerely,

[NAME]

[TITLE]