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

I am contacting you today because you recently inquired about one of my listings, and I want to take a moment to offer you my services. I realize, of course, that there are many agents you could pick to assist you in purchasing a home, so why choose me?

I'm glad you asked! Yes, I have a great track record and detailed knowledge of the local real estate market, but what really sets me apart is the level of service I provide. Expect one-on-one attention, personalized service, and immediate responses and follow-through. With me as your [REALTOR®/AGENT/BROKER], you will never miss an opportunity because I was not available.

I will be at your side to inform, prepare, and advise you, but I will never attempt to push or steer you in a particular direction. You are in the driver's seat. Always. My job is to empower you to make the best possible decisions by carefully explaining your options, providing you with in-depth information, and preparing you for every step of the home buying process. Of course I'm happy to offer my opinion if you ask for it, and you can always count on me to help you avoid pitfalls and expensive mistakes.

My goal is to make the process of buying a home as easy, hassle-free, and enjoyable as possible. Let me help you locate the right home with the right price and terms, and guide you through the entire transaction with unparalleled personalized service.

To discuss your home buying plans, please give me a call at [PHONE] or send an email to [EMAIL]. You can also visit my Web site at www.EntourageRealtors.com for additional information about the personalized real estate services I provide.

I look forward to hearing from you!

Sincerely,

[NAME]

[TITLE]