



## Make sure your targeted letters are powerful sales letters

Networking letters are important.

Here's an example of a letter you might send to the partners of top accounting firms with whom you'd like to create relationships which might lead to referrals for you. Recognize that the letter is a cover letter to go with a thorough Market Update Report which looks at what's happening in the luxury market by price band. The goal of the mailing is to begin to establish your competency in the mind of someone who is in a position to send you business. This letter can be edited to send to business brokers, law firms, or others with whom you wish to network.

Dear Mr. Jones,

As a partner in a top accounting firm, I'm sure you pride yourself on the quality of service your firm delivers to your clients. As a real estate professional specializing in the luxury residential market, I am also proud of the level of service I deliver.

Occasionally you may have affluent clients who need real estate information. If so, I'd be delighted to provide it.

Enclosed you'll find my card and a copy of my most recent *Market Update Report* – a detailed look at what's happening in the local luxury residential market by price range.

Please let me know if I can be of assistance to you or your clients, you can be assured that I will work hard and do a good job. My membership in The Institute for Luxury Home Marketing means that I have received special training in serving upper-tier buyers and sellers.

If you have questions or need additional information, please contact me.

Warm regards,

Samuel SalesPro  
XYZ Realty  
Anytown, Anystate

P.S. The most recent edition of My Market Update Report can always be found on my website:  
[www.website.com](http://www.website.com)

Send cover letters with brochures  
when you do targeted mailings...

Date

Mr. Frank Jones  
Success, Inc.  
123 Entrepreneur Road  
Kansas City, KS

Dear Mr. Jones:

Many business owners and professionals with whom I work put in long hours, work hard, and don't have much free time. As a result, they value their time at home and view their homes as private retreats. If you appreciate a home with lots of space, luxury, and comfort, you'll probably enjoy reviewing the enclosed brochure.

This wonderful home not only offers you a retreat from the pressures of work, it will make a statement about the success you've achieved. From the luxurious master bedroom suite to the unique home-entertainment theater and the convenient home gym, this home is exceptional. In the event that your business does demand your attention at home, you'll appreciate the 500-square-foot home office.

This property won't be on the market long. A successful individual will recognize its value and act quickly to enjoy its benefits. Could that person be *you*?

To take a closer look, please contact me for an appointment to tour this new listing. My phone numbers and e-mail address are on the brochure and on the enclosed business card.

Looking forward to hearing from you,

Sally Salespro

P.S. To see other exclusive property listings in our market and across the country, visit our Web site at [www.com](http://www.com). I can also arrange for information or showings for any of the Internet properties in which you have an interest.

*Not for just anyone*

**Desert retreat for a connoisseur  
who has made his (or her) mark  
and wants it *all*!**

Dear Mr. Smith,

If you're a spy for Interpol, corporate CEO, reclusive celebrity, art maven, or just love the sight of the Arizona sun as it sinks behind the foothills, this house may send your excitement into the red zone.

Many will want it, but few will be successful enough to possess it. If \$22 million is a comfortable investment for you, this home may be the one. In fact, don't even look at the attached brochure if you're not ready to experience desire.

This home was built as a labor of love. Not just designed, it was engineered, and built into the desert bedrock. It may well be this century's ultimate home – an icon for the 21<sup>st</sup> century, just as Frank Lloyd Wright's Fallingwater was representative of the 20<sup>th</sup>. The owner of this home will become a part of the history of American architecture. Architectural Digest has already come calling.

If you are a collector of the ultimate, treasure comfort and privacy, or want to be a “big dog” in an arts-oriented city, review the brochure, go to [www.com](http://www.com), then contact me for a private showing.

My card is enclosed,

Sally Salespro

P.S. Did I mention this home has an Olympic gun range, a two-level gym, pool, wine cellar, and room for four stealth limos? (Ferraris or more ordinary cars will fit, too.)

Headlines make non-personalized letters effective. If you do not have names to match some of your mailing addresses, resist the temptation to use a generic salutation. Dear Homeowner or Dear Neighbor is almost as much a turn-off as Dear Occupant. Instead, think of your letter as an

advertisement directed to one person and replace the inside address with a headline and the salutation with a sub-headline. Using this approach, the inside address and salutation in the Dear Mr. Jones letter above might be replaced with the following:

Date

**Going home  
can mean taking  
a mini-vacation.**

**It doesn't get any better than this.**

Many business owners and professionals with whom I work put in long hours, work hard, and don't have...

More on this topic in the book "Rich Buyer, Rich Seller! The Real Estate Agents Updated Guide to Marketing Luxury Homes" which you receive upon completing The Institute for Luxury Home Marketing's certification training.