

REAL ESTATE SALES PROFESSIONAL INTRODUCTION LETTER

Dear _____,

I'm excited to tell you that I've recently worked to get my real estate license and I'm looking forward to changing the way that agents are perceived. My goal is to create a consumer experience unlike any other. I've joined Realty ONE Group, a major market mover and shaker because they share that vision. Delivering unexpected service, tools, technology, and counseling will be my standard.

In launching my new career, I'd love to have your help. If you hear of anyone from work, school, the gym, church—or anywhere that may be thinking of buying or selling real estate—would you please consider letting them know that there is a fresh new path to the American Dream?

I will be in touch soon to follow-up and look forward to helping you and anyone you know with their real estate dreams. Thank you for thinking of me.

RECONNECT LETTER

Dear _____ ,

As I've continued to build my real estate business it's become clear to me that there is a void between agents and their clients. I've decided to take my career to the next level and I could use your help.

My goal is to create a consumer experience unlike any other. I'm partnered Realty ONE Group, a major market mover and shaker because they share that same vision. Delivering unexpected service, tools, technology, and counseling will be my commitment and standard.

In launching my new career, I'd love to have your help. If you hear of anyone from work, school, the gym, church—or anywhere that may be thinking of buying or selling real estate—would you please consider letting them know that there is a fresh new path to the American Dream?

I will be in touch soon to follow-up and look forward to helping you and anyone you know with their real estate dreams. Thank you for thinking of me!