

## Letter 1

Dear:

I just wanted to drop you a note and let you know about a recent career change. I am very excited to tell you that I am now a Realtor with (Company name), here in (city).

I've been told that the best way to build a real estate career is through great friends like you. This is the reason for my letter. If you would allow me, I would love to be able to keep in contact with you on a regular basis regarding your potential real estate needs.

Here's all you need to do. Enclosed in this envelope, you will find a survey, along with a self-addressed stamped envelope. Please fill out the survey and mail it back to me.

Now I know that this may not be top on your priority list, so here's a little incentive. I will be drawing out 2 names from those who respond. The winners will receive a \$50 gift certificate for dinner at (insert restaurant name). Don't wait too long to respond. **I will be drawing the names on October 15!**

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted. We often come in contact with people who are new to the community that may require a service or product you offer. It would be my pleasure to be able to help your business in that way.

By the way, if you know of someone needing to buy or sell a property, please give me a call at (Insert telephone #).

Thank you in advance for your consideration.

## Letter 1 (Additional Version)

It is always my goal to provide my friends with the best service and support possible. To do this, we have recently upgraded our computer software. Attached is a form to update and expand the information we currently have in my database.

Please take a few minutes at your earliest convenience to complete this form and return it to me. To show my appreciation for the time you take in completing this form, we will enter all those returned into a drawing for a \$100 gift certificate from INSERT RESTAURANT NAME .

Don't wait too long to respond. I will be drawing the names on October 15!

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted. We often meet people who are new to the community that may require a service or product you offer. It would be my pleasure to be able to help your business in that way.

By the way, if you know of someone needing to buy or sell a property, please give me a call at (Insert telephone #).

Thank you in advance for your consideration.

## Thank You Note

Dear:

Thank you so much for responding to my survey and sending in the information. The winner of the \$50 gift certificates were: \_\_\_\_\_ .

Please tell them congratulations, when you see them.

I'm sorry that you weren't a winner, but thank you again for your response, and I'll be in touch!

Best

## Letter 2

Dear \_\_\_\_\_ :

I know that the first letter we sent you ended up looking like the one we've included, but I have good news for you. The offer for the \_\_\_\_\_ gift certificates is still on the table and your odds of winning have improved.

I have already given away A \$50 certificate to those who responded to the first mailing. The winners were \_\_\_\_\_. Congratulations!

Please take a few minutes to complete the survey. Please remember to include any businesses that you would like us to promote to people who are new to the area.

Now it's your chance. Another lucky person will be receiving a \$50 gift certificate to \_\_\_\_\_. Send in your information today with the enclosed stamped envelope.

Best,

### Letter 3

The offer for the gift certificates is still on the table and your odds of winning have improved. I have already given away A \$50 certificate to those who responded .

The winners were \_\_\_\_\_.  
Congratulations!

Please take a few minutes to complete the survey.

Please remember to include any businesses that you would like us to promote to people who are new to the area. Now it's your chance.

Another lucky person will be receiving a \$50 gift certificate to \_\_\_\_\_ . Send in your information today!

Best,

## Client Survey

### CLIENT SURVEY

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

BIRTHDAY: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

ANNIVERSARY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

#### PHONE NUMBERS

HOME: \_\_\_\_\_

OFFICE: \_\_\_\_\_

MOBILE: \_\_\_\_\_

DIRECT: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Facebook: YES or NO If yes: \_\_\_\_\_

LinkedIn: YES or NO If yes: \_\_\_\_\_

Instagram: YES or NO If yes: \_\_\_\_\_

#### CHILDREN LIVING AT HOME:

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

PETS: \_\_\_\_\_

HOBBIES: \_\_\_\_\_

#### BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BUSINESS TYPE: \_\_\_\_\_