

Dear Friend,

Hello from sunny, beautiful, Saint Augustine, Florida. I hope this letter finds you well. I am so excited for the change of seasons. Fall is my favorite time of the year. There is so much about the season that I look forward to, college football, the leaves changing colors, and of course the possibility of cooler weather just to name a few.

Speaking of changes, I want to share with you my exciting new career in Real Estate with Keller Williams Realty. As of _____, I am working alongside a very talented, experienced group of agents out of our St. Augustine office. Being new to the industry and partnering with Keller Williams, I am fortunate to have access to their infinite resources, successful business model, and talented sales professionals assisting and supporting me. I am excited to grow my business in the residential market and I need your help to do so. While I am currently training I am also eager to apply this training in the real world.

That said, of all of the people I thought about connecting with, I knew you would be someone to help me get my career started. While I am currently licensed to sell real estate in Florida I can still help you in your state. I am part of an extensive network of agents that spans the globe, so please take a moment to consider anyone you know who might be considering selling or is looking to buy a home. This could be someone in your office, church, family or a friend. If you know of anyone who might need a real estate agent please consider passing my name along to them. I would be happy to connect them with a great agent in their area. Maybe you know of someone who is looking for vacation property or possibly facing a work transfer to Florida. Again I would be happy to use my resources to connect them to an honest, reputable agent for areas outside of my territory. Keller Williams has equipped me with all of the tools and training I need to be successful in the industry but I also need clients to get up and running. I assure you I will give my very best effort always on your behalf. I would be honored to have your business, referrals and support.

I will follow up with you in the coming week. Please find enclosed my business cards, one for you and one to share. I look forward to speaking with you!

Working hard to earn your trust,