

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. 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. 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,