Date

Mrs. & Mrs. Smith

4140 Maple St

Small Town, CA 90210

Dear Mr. and Mrs. Smith:

We are writing to you today to address the market conditions in our area. Many people are convinced that it is a bad market, and for them, it might be. But you should know that in 2008, unit sales in Collier County were **20% ahead of last year!**

Perhaps you have been discouraged by the overwhelming barrage of negative attention that our market down here has gotten. Whatever the reason, we just want to tell you that there is a market for your property, regardless of what the national media says, there are people from all over the country and Canada as well as Europe coming to our area every day and buying Real Estate.

Here are just a few of the steps we use in our *Seller’s Success System* when working with homeowners like yourself:

* We bring our market outside of our local area. We are in touch with buyers and Realtors® all over the world through print ads, mail, email, and telephone.
* We have invested heavily in the internet because 84% of buyers start their search there according to the National Association of Realtors. We make sure that every one of our listings appears on over 20 National Websites, and we pay extra to have the listings enhanced on the largest sites.
* We also offer buyer incentives where we will pay airfare and hotel if they buy from us.

If you would like learn more about how our *Seller’s Success System* can get your house SOLD, please call ASAP. This is the best time of the year to sell, so don’t delay and miss out on the market.

Sincerely,

Darryl Davis

Power Agent Realty