«Recipient\_Name»

«Recipient\_Address»

«City», «State» «Zip»

Dear Hunna-Hunna:

How are things back in “civilian life”? Do you miss the frantic calls, people who don’t show up for appointments and everyone who says “I’ll get back to you” and doesn’t? I didn’t think so.

I am writing today because I was thinking of how much time and effort you gave to your real estate business and what a waste it would be for all of that work to be lost now that you are out of real estate. I have an idea which I would like to share with you, in person, about how you can continue to generate referral income from real estate even though you are no longer active in real estate.

What I propose is to continue to contact your client base. Let them know that you are no longer active in real estate and that I will be taking over your business. In this way your clients and customers will be served with the same dedication and respect they received from you and whenever I close one of the transactions generated from your client base I will send you a referral fee of *XX%* of my commission. In addition, I would be happy to send you a referral fee for any customer or client you send who closes a deal with me.

You’ve worked hard for over the years in real estate and you served your clients and customers well. Wouldn’t it be great if they could continue to get the excellent treatment and service you provided? Wouldn’t it be a waste to let all that hard work go down the drain?

I’ll call you in a few days so we can chat about generating continuing passive income for you. If you’re open for lunch one day next week I’d be delighted if you’d be my guest and we can “talk shop” over a pleasant meal to see how well this will work for both of us.

I look forward to your reply,

Most sincerely,

«Agent\_Name»

«License»

«Agent\_Phone»

«Agent\_Email»

«Agent\_Website»

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