



Dear [First Name],

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 RE/MAX [Company Name], here in [City].

I believe one of the best ways 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 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 this may not be top on your priority list, so here's a little incentive. I will be drawing out two names from those who respond. The winners will receive a \$50 gift certificate for dinner at [insert restaurant]. Don't wait too long to respond. I will be drawing the names on [Date]. **(OPTIONAL IDEA)**

By the way, if you know of someone needing to buy or sell a property, please give me a call at [Direct telephone number]

Thank you in advance for your support and consideration.

[Name]

RE/MAX [Company]