

Sample Direct Mail Letter

(Realtors, Attorneys, Banks, and Lenders)

Today's date

Your Company Name
Your Mailing Address
Your City, State, Zip

Sellers Name
Seller's Address
Seller's City, State, Zip Code

RE: Buyers Network looking to purchase residential property in Orlando area.

Re Max Realty:

I am contacting you with an opportunity for your brokerage to sell and close any corporate, bank, or individually owned fixer upper quickly and easily. I am hoping to build a long lasting relationship in which both of our principle needs are satisfied. I represent a large network of residential real estate developers called ABC Investments. ABC has 10-20 million dollars to spend on residential fixers in the Orlando area. The properties are purchased "as is" within 5 to 8 days of contract- CASH. Currently they are purchasing 5-10 homes per month and would like to expand that number.

Our firm currently works with a large number of local Real Estate agents and asset managers. I would be willing to supply a list of references for your review. Most find that the ease of selling these "don't-wanter" properties boosts sales and seller confidence. In addition as the selling agent, we are willing to give up some or all of our commission to get the deal done. We will then get paid from back end sales by the seller. Please contact me and I will arrange a meeting in your office if you wish. I look forward to hearing from you.

Sincerely,

Your Name
Your Company Name
Your Phone Number
Your Fax
Your Email
Your Website

(Make sure that you provide many ways for the seller to contact you)