

March 14, 2012

Dear Mr Glass,

Please accept my sincerest regrets about your recent loss and share with you how my own experience might empower you. My widowed mom passed away recently and, as executor of her estate, I was tasked with finalizing her arrangements and distributing her property. Not only was it emotionally taxing but it also consumed the majority of my time over a several month period. Going through everything and deciding how to distribute and sell things was not only painful but also extremely time consuming considering that this was my first experience as an executor and I had a fiduciary duty to make sure everything was taken care of and accounted for correctly.

On top of everything else, I needed help but didn't know who to turn to. We had already dealt with an unscrupulous realtor who had underpriced my mother's house and sold it within 2 days for a quick commission that only benefited the realtor and left little equity behind for our unsuspecting mom. We didn't find this out until we were later brought into the matter. I felt like this was a terrible oversight on my part but at the time, my mother was very independent and didn't want to bother me – very sad. Having an expert to trust would have removed a burden I wasn't prepared to bear.

Because of my experience with my mom, I have started to help other people who find themselves in a similar situation. Although I am not a realtor, I can help you liquidate your property on your time table. After my experience, I started to buy and sell houses for a living, so I can offer you expert advice on how to effortlessly accomplish your goals even if it's not the first thing you want to deal with during this difficult time.

I would be happy to share my story and the things, that looking back, I could have done to make everything so much easier. You can call me anytime at 555-5555 and we can discuss your specific situation and create a custom fit solution.

I know what it's like to be charged with seemingly insurmountable tasks while grieving. So, you will have my empathy and my best advice when we talk. If you decide to do nothing I will take satisfaction in having given support and advice to someone who needed it. I know that's all I wanted when I was put in your exact situation.

Warm Regards,

*Phillip Grove*

Owner, Hippie Hollow Homes

P.S. I understand that you have a lot of difficult decisions to make right now and you might not be ready to have a discussion with me. But, please know that I do want to be there to help you when the time comes so I suggest you file this letter away with your other important documents so you will be able to find it when you need it.