



## REM 103 Activity 3 Introduction Letter from Broker

Dear Mr. and Mrs. \_\_\_\_\_:

My name is [your name], and I am the manager of [company and office name] right here in [your town]. It's my pleasure to let you know that [agent's name] is the new real estate marketing specialist for your area and [she/he] is qualified to help you and your family with all of your real estate needs.

[Agent] has been with our office for [years/months] and has an established track record of superior performance. [Her/His] customers and clients have praised [her/his] dedication, diligence, and ability to get the most money in the sale of their homes in the least amount of time with the minimum disruption to their family and life. [She/He] has earned various awards, including [list awards here].

There have been numerous changes in real estate regulations and policies since you bought your home, and [agent] continues to educate [herself/himself] to stay current and competitive. So, if you or any of your family members or friends have any thoughts about selling your home, you can be confident that [agent] will provide you with superior service in a professional manner.

You will be hearing from [agent] in the next few days to introduce [herself/himself] and offer [her/his] assistance if you have any questions about any real estate related matter. I also invite and encourage you to call me personally.

We look forward to the opportunity to serve your real estate needs.

Sincerely,

Broker/Manager's Name