

The Introduction Letter

- Personalized
- Directly addresses the homeowner
- Explains what the package includes

A Brief Professional & Personal Biography

- Clear and concise summary of your experience
- What makes you unique
- Testimonials from former clients
- Your headshot
- References with contact information
- Any real estate designations and their importance (make it clear how it helps your clients)

Introduction to Your Brokerage & Team

- Brokerage's history
- Sales records
- Awards
- Current or recent real estate listings comparable to the prospect's home
- Evidence of your firm's marketing prowess
- Short bios with headshots of your team leader, associate broker(s), marketing support, virtual assistant, etc.
- Contractors, painters, homestagers, and photographers (optional)

Marketing & Advertising Plan

- Overview of all marketing and advertising skills and tools you use, both print and digital
- Include samples of past marketing and advertising materials
- Marketing case study showing how you achieved a past successful sale

Statistics Showing Strong Performance

- Statistics of your performance
- Statistics of team and brokerage performance
- Pictures and data for comparable properties to show your neighborhood expertise

An Overview of the Sales Process

- Brief explanation of the entire sales process
- Information about the fee structure
- Other professionals that will be needed during the sales process (title companies, attorneys, etc.)

■ Market Statistics & Explanation of Comparative Market Analysis (CMA)

- Statistics about similar homes in the prospective client's area
- A brief explanation of your comparative market analysis and how it works

■ Sample Contracts & Disclosures

- Examples of contracts
- Examples of disclosures

■ Checklists & Anticipatory Questions

- Sales process checklist
- Closing checklist
- Anticipatory questions