Date

Name
Address
City, State, Zip

Dear [NAME],

What do you look for in a [REALTOR®/AGENT/BROKER]? Experience, dedication, integrity, local market expertise, negotiating skills, knowledge of contracts and real estate transactions, a friendly personality, a great track record? Absolutely! All of that is important, but nowadays there's one more thing you should look for: You'll want a real estate professional who's tech savvy.

My name is [NAME], and I'm a [REALTOR®/AGENT/BROKER] who knows how to harness the power of the Internet, social media, video, email, and text messages to provide exceptional service and results. The days when it was enough to stick a sign on the front lawn, run a few newspaper ads, and list the home in the local MLS are long gone. Today, over 85% of home searches begin online, making the development and skilled implementation of an effective Internet marketing strategy an absolute imperative. I will showcase your property on multiple search engine optimized Web sites and use ads, blogs, RSS feeds, video, social media, and email blasts to promote your home to prospective buyers and their agents. My print advertising and marketing material also feature a Web address, allowing home shoppers to access additional information, photographs, and virtual tours of your property in a matter of minutes.

But sellers aren't the only ones who benefit from my technology embracing approach to real estate transactions. If you're looking to buy a home, I will help you evaluate your needs and create a customized search targeting homes meeting your specific requirements. I'll keep you updated via email or text message, so you'll know immediately when a home matching your search criteria becomes available. Moreover, I am always accessible via phone, text, and email to advise you and answer your questions.

If you are considering selling or buying a home, give me a call at [PHONE], and let's discuss how I can help you achieve your real estate goals. If you prefer, you can also contact me by email at [EMAIL], or visit my Web site at [WEB ADDRESS] for additional information about the innovative services I provide.

Sincerely,

[NAME]

[TITLE]