



PLACEVILLE
REAL ESTATE

44 Smith Street,
Jonesville
1300 050 050

www.placevillerealestate.com.au

21 November 2017

John and Mary Jones
37 Potter St
Placeville NSW 1234

Dear Mr & Mrs Jones,

Thank you for taking the time to speak with me today.

I'm really excited about the opportunity of marketing your property in Potter St. It's a great home in a great spot and the type of property that every agent would love to have. I know that I can get an outstanding result for you and I've only recommended to you what I would do with my own property if I was selling.

I have come back to the office and have through our buyer database and found 29 potential buyers for your home. My initial approach would be to introduce them as part of phase 1 of our campaign and hopefully have it sold to one of them. If it's not sold to one of them, we could discuss a phase 2 broader marketing campaign at a later stage.

In total we have 4,569 buyers on our database and this time 327 of them are looking for something similar to yours but they are not as qualified as the 29 hot buyers I have identified.

Rest assured, I will work harder than any agent you have ever met and I will always provide you with extensive feedback throughout the process.

I've enclosed a checklist for your perusal and should you choose our company, this is going to be the go forward plan to getting your property sold for top dollar in the shortest possible time.

Please call me at any time if I can help.

Mike Salway
Principal
Placeville Real Estate

