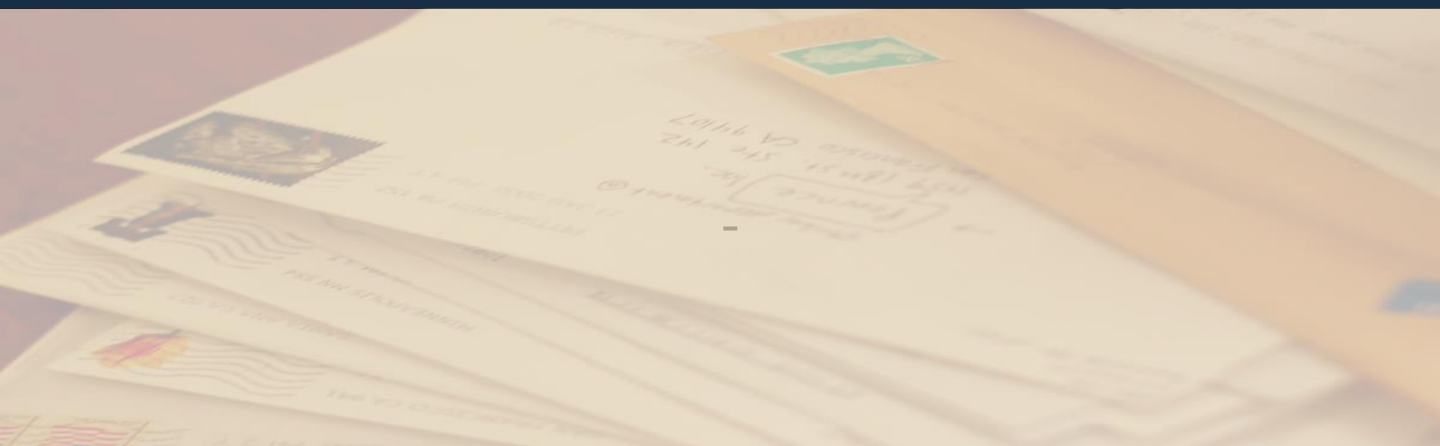


LETTER WRITING – Tips



Letters are integral to your Real Estate Rescue activity - whether sending to homeowners using the Courts lists or as part of your area expert activity.

- Even if you know the homeowner's name, avoid using it on the envelope or the letter - address both to The Homeowner
- Handwritten envelopes tap into people's curiosity - they are more likely to be opened
- Use a normal \$1.10 stamp that you stick on yourself, not an Australia Post postage meter - these make your envelope look more like a bill
- Avoid talking about "looking to buy multiple properties" or "always buying" - even if you are, you don't want to look like a greedy, mercenary type. Be humble, respectful and appropriate
- My experience is that letters from "Karen and Scott from Flagstaff Hill" are more readily accepted than "Karen from Rainmaker Property"
- Don't make promises you can't keep - if you can't make an immediate cash offer, don't say you can
- Keep the language simple
- Sell the benefits of dealing with you direct - no real estate agents, no commissions, no open for inspections, flexible terms
- Don't write a novel - keep it short, sharp and shiny.
- If the phone doesn't ring, be prepared to tweak your approach

There is no perfect letter - just send letters that create opportunity!