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MARKETING SALES LETTER

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Introduction

A sales marketing letter may be written by anyone who wants to offer their services to potential clients by making a personalized approach. These types of marketing letters are usually written by real estate agents.

Marketing Sales Letter Tips

A few tips for writing an effective sales letter:

- Be friendly and concerned about the customer's interests
- Use simple language
- Use testimonials or mention achievements and credentials to build trust
- Make a good offer or provide incentives
- Call to action is very important; always include contact info

Sample Marketing Sales Letter

From,

Murari Gharjode

Gharkool Real Estate

12/98 J B Mansion

South End Circle

Bangalore

Date ----- (Date of letter)

To,

Mr. Alpesh Bhuvan

5/8878, Xanadu

D Block

Koramangala

Bangalore

Dear Mr Bhuvan,

It has come to our attention that you are looking to sell your beautiful villa Xanadu. As it is located in a prime locality in the city we are sure that you can get a handsome price for it, when marketed the right way.

We at Gharkool Real Estate, have over 17 years of experience in helping home owners sell their properties at good prices. We would be happy and honoured to be able to help you dispose your property at a price which you may not otherwise be able to demand. You will have our best sales agents on your case. We have already had a few enquiries for properties similar to yours and we are sure that we will be able to sell your villa without much delay.

We have several corporate and celebrity clients who will be happy to vouch for our services, should you care to check our credentials. You can visit our website www.ghar-kool.com and click the link 'Client Reviews' on the far right at the top. You can also see photos or properties sold by our agents.

You are most welcome to drop by our office at the above mentioned address, or you could just give us a call and we will visit you. Our toll free number is 1800-G-H-A-R-K-O-O-L.

Best wishes,

Sincerely yours

Murari Gharjode

Marketing Sales Letter Template

From,

Date ----- (Date of letter)

To,

Dear Sir/Madam,

We at ----- (name of organization) have noticed that you are planning to sell your ----- (property type). We have been dealing in real estate since ----- (year). We would be happy and honoured to have the opportunity to represent your property. We assure you that we will have our best people working on your case and that we will get you the best price for your property.

Do visit our website, ----- .com.

We can provide references should you so need.

Please feel free to visit our office or call at -----.

Assuring you of best services

Sincerely yours,

Signature and name.

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