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***Client Capture*® Direct Mail Sales Letter for “For Sale By Owners” (FSBOs)**

June 25, 2008

Mr. Robert Jones
3842 Jennifer Terrace
Salt Lake City, UT 84104

Dear Robert,

I noticed you recently placed your home for sale. As I'm sure you know, it's a tough real estate market. With higher inventory levels and fewer qualified buyers, it's critical to make a substantial difference by *out-marketing* similarly-priced, competing properties.

Many of today's qualified buyers are using web-enabled cell phones and PDAs.

The majority of mobile phones sold today are internet-enabled. For each of my clients, I build a single-property website focused solely on their home that quickly loads into buyer's PDAs and cell phones. It makes the home's photos, features, and critical community information instantly accessible to buyers—right in front of the home. Here's an example: <sample site you built>.

This “instant gratification” can generate immediate buyer interest in your home, giving it a competitive advantage over similarly-priced homes in your area.

This innovative tool is included when you hire me to sell your home. I would love to sit down and talk about my aggressive property marketing strategies that get homes sold fast.

Please call me if I can help you in any way.

Best Regards,

[Yourname Here]
Your neighborhood specialist
Your phone number

Enclosure

A dedicated, single-property website focused solely on your home that generates immediate interest—on the spot!

The majority of mobile phones sold today are internet-enabled. Using Client Capture®, we will build a single-property website focused solely on your home that quickly loads into Buyer's PDAs and cell phones. We'll make your home's photos, features and critical community information instantly accessible to Buyers, right in front of your home.

Making the difference: "Out-Marketing" similarly-priced homes.

In today's real estate market, we need to use innovative tools to quickly capture qualified buyers.

Providing detailed property information *right on the spot* can generate immediate interest in your home—*giving you a competitive advantage* over similarly-priced homes in your area.

This innovative tool is included when you hire me to sell your home.



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