Phone 04827 225 841

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Friday, 5 May 2023

Mr Julian Fraser

xxxxxxxxxxxx,

XXXXXXXXXX XXXXX

Dear Julian,

I have been researching and preparing for the launch of a new career as a real estate agent over the past few months. As I read about your agency on your website, you sound very much like the type of people I would like to work for.

**Why I think I could contribute well to your business**

1. As a top performing business development manager, I’m dedicated to converting regular customers into raving fans.
2. Started my first business at the age of 23, winning runner-up “VRANZ Professionalism in Retailing” award out of 600 other competing outlets. Have operated a successful business consultancy business for the last 6+ years. [www.urlhere.com](http://www.urlhere.com)
3. Former successful motorsport competitor- four rounds of the World Touring Car Championship and joint winner of the world’s team prize driving a Ford.
4. Raising a family of 5 children with reasonably positive outcomes (so far) – current ages 8 to 21.
5. Know how to handle challenges - within two years, our 16-year-old was diagnosed with cancer, our business was hit heavily by the GFC resulting in significant financial challenges and our city was devastated by an earthquake. I know how to get up and go again.

**To prepare for my real estate career, I have:**

1. Undertaken significant personal training through books/audio books, videos, podcasts including Tom Ferry, Brian Baffini, Peter Knox, Tom Panos, John McGrath, Josh Phegan, Zig Ziglar and Brian Tracy – and have begun to learn scripts, dialogues, and role-plays.
2. Purchased real estate CRM and so far, loaded 93 contacts into database and have begun nurturing prospects via phone and emails.
3. Previous property experience includes purchase and sale of 4 properties. Sold one home FSBO. First freehold property at age 26. First investment property age 28.
4. Currently researching the use of a real estate coach.
5. Visited several Open for Inspections to observe how different agents manage them and to gauge their follow-up strategies... that was interesting.
6. Personal GCI goal for the first 12 months of $150K
7. Completed real estate salesperson’s course - license due in approximately 3 weeks.

**Why would I make a good agent?**

1. **Selling and Marketing Skills:** have used selling skills in numerous previous roles including the last 6 years as a business consultant selling my services over the phone, in person and through my website content, as well as helping others to market their businesses. Have scripted and featured in radio and TV campaigns and managed e-marketing campaigns for database of 2000.
2. **Communication and Networking Skills:** 6+ years of business consulting involving advanced communication and listening skills. Created considerable number of successful business proposals and marketing plansincluding for some high-profile businesses, e.g., Asia-Pacific auditing business, leading national dairy manufacturer, and a top 100 publicly listed company in the transport sector. Produced 50+ pages of web content to influence clients to acquire my services.
3. **Customer Service:** I enjoy providing it and have demonstrated an ability of being good at it.
4. **Confident Public Speaker**: experienced in speaking in front of groups, including running workshops in business growth.

I would love the opportunity of meeting with you to discuss in person how I may be able to contribute to your agency’s success.

 In view of this, I will follow-up with a telephone call in the next one to two days.

Kind regards

John Mitchell

**P.S.**  I’m ready for the hard work a career in real estate requires.

# Note