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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
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.

Commented [SD1]: 1. This letter received a 60% hit rate. That is, for every 10 letters (I think 12-15 letters were sent), the applicant managed to secure 6 meetings/ interviews and subsequently two offers. That's an extremely high success rate. It's primarily due to a well-crafted letter, unconventional delivery method, and in this case, some good experience.

Include your phone number and e-mail only at the top. No need to include the home address here.

Commented [SD2]: 2. Address the letter to the person who has the authority to make hiring decisions inside the organization. You should be able to obtain the name from their website, Facebook page, or LinkedIn profile or, if all else fails, call up the business and say something like "Hi I have some resources (you are the resource) that I would like to forward to the owner/ manager of the business. Who should I address it to please?"

Commented [SD3]: 3. I recommend you use an opening sentence very similar to this. Get straight to the point about why you are writing to them. Business owners are busy people and it's important to communicate concisely and clearly. The way you communicate will, in itself, tell them a lot about you as a potential employee.

Commented [SD4]: 4. Make it clear that you really want to work for them. Enthusiasm and energy for the job - and the company - are key reasons an employee is appealing to a business.

Commented [SD5]: 5. This heading is very clear about what the following list contains. It's a good idea to use lists and bullet points in your letter. This makes it faster and easier for the reader. Also using bullet points avoids the tendency to ramble - keep it succinct and sharp.

Commented [SD6]: 6. This is where you list your top three or four reasons why you would be good for their business (which is really all they are interested in). Provide facts here, including numbers, time frames, awards, percentages, etc. Note that this letter has included sporting and family achievements. You can go outside your work experience to provide evidence of your skills, abilities, and character traits if there is a transferable connection between them and the job you seek. This person knew that successful real estate agents work extremely hard and so the traits in this list illustrate their conscientiousness in all areas of life

Commented [SD7]: 7. This is a critical part of your letter. This person did not have any experience in the real estate industry. All of the learning items in this list were initiated by the applicant through self-learning over a period of a few months before sending out this letter. This will greatly impress most employers as they see someone who is extremely conscientious, highly motivated, and proactive. The character traits you display while carrying out your job search are paid a lot of attention to by an employer and they will rightly assume these traits would continue to be displayed as an employee.

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 plans including 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

Commented [SD8]: 8. This last section is connecting the skills and experience you have with the job you are seeking. In some ways, it is a continuation of the first section but here you are summarizing and also adding some more specificity and evidence as to why you would make a good agent. You don't need to list everything here like you would in a resume. The whole point of this letter is to generate enough interest in the employer to want to meet with you. And the decision to meet with you will also be influenced by the follow-up phone call you make (see last paragraph)

Commented [SD9]: 9. The closing paragraph is about one thing - and that is to announce that you will follow up this letter with a phone call in the coming days. When you make the follow-up call, ask directly to speak with the person you addressed the letter to. Open the conversation by saying something like "Hi Mr. Fraser it's John Mitchell speaking, I'm following up on the letter I sent last week regarding my entry into the real estate industry. Did you receive my letter?"
From there, his answer will determine your next step, but basically, the purpose of the call is simply to secure a meeting. A possible follow-up line could be "Mr. Fraser, I'm going to be passing by your office on Wednesday, would it be OK if I popped in and briefly introduced myself?"

Commented [SD10]: 10. Did you know that a 'P.S.' at the bottom of a letter is one of the most read parts of a letter? For example, if a person decides not to read the whole letter, they nearly always read the PS at the bottom. It is one part of the letter that is very impactful and it is the last thing that a person will usually read. Say something powerful.

Commented [SD11]: 11. You could send this letter via e-mail but I wouldn't recommend it. I suggest you print it out on high-quality paper and send it in a courier pack (not post) directly to the person who has the authority to make hiring decisions. Emails can get lost, not opened, and are generally a lot less impactful. And postal envelopes are often opened by someone other than the person you want to reach. Courier packs are generally put straight on the desk of the person to whom they are addressed. But this method of delivery is also impactful simply because it is different. One of the key aspects of marketing yourself well, is doing things that other people don't do, thereby making yourself stand out.