**The Introduction Letter**

Personalized

Directly addresses the homeowner Explains what the package includes

**A Brief Professional & Personal Biography**

Clear and concise summary of your experience What makes you unique

Testimonials from former clients Your headshot

References with contact information

Any real estate designations and their importance (make it clear how it helps your clients)

**Introduction to Your Brokerage & Team**

Brokerage’s history Sales records Awards

Current or recent real estate listings comparable to the prospect’s home Evidence of your ﬁrm’s marketing prowess

Short bios with headshots of your team leader, associate broker(s), marketing support, virtual assistant, etc. Contractors, painters, homestagers, and photographers (optional)

**Marketing & Advertising Plan**

Overview of all marketing and advertising skills and tools you use, both print and digital Include samples of past marketing and advertising materials

Marketing case study showing how you achieved a past successful sale

**Statistics Showing Strong Performance**

Statistics of your performance

Statistics of team and brokerage performance

Pictures and data for comparable properties to show your neighborhood expertise

**An Overview of the Sales Process**

Brief explanation of the entire sales process Information about the fee structure

Other professionals that will be needed during the sales process (title companies, attorneys, etc.)

**Market Statistics & Explanation of Comparative Market Analysis (CMA)**

Statistics about similar homes in the prospective client’s area

A brief explanation of your comparative market analysis and how it works

**Sample Contracts & Disclosures**

Examples of contracts Examples of disclosures

**Checklists & Anticipatory Questions**

Sales process checklist Closing checklist Anticipatory questions