

*It's hard to know when to sell your home.
When it's time – do it the easy way.*

Dear xxxxx,

I'd like to talk with you about an experience few people enjoy – buying and selling a home.

What's the most frustrating part? It's the process. The escrow, the haggling, the back and forth – not to mention the mountains of paperwork. Then there's the uncertainty of finding a new place before your sale closes. Is it the right location? Is it worth the money? Will I qualify?

Lost in all this is your home. The place your family became a family. The place of memories, laughter, crying, and love. And it's hard to just leave all that behind, even when logic tells you now is a good time to sell. That's because your house is not a commodity. It's where you live.

Most real estate agents neglect these feelings. They just want the sale (and their commission). They fail to give what your home deserves: respect. My name is Kelly Baker, and unlike the agents sending you shiny postcards (I'm an investor), I'm not writing this letter to pressure you to sell. I just want you to remember my name, Kelly Baker, and call me when you're ready.

Why me? Well, remember all those frustrations I just mentioned? When you're ready, I will reduce or completely eliminate almost all of them. When you sell to me, here's what you'll experience:

- A 15-day Kelly Baker Accelerated Escrow Closing – I am well-capitalized and will buy your house for cash. Yes – cash for the full market value.
- Simplified paperwork – a cash purchase turns the mountain into a mole hill. Plus, I have a great team of escrow agents I know from my 20 years in the real estate business.
- I'm an investor, not an agent. This means you pay no commissions. No commissions means you keep all your profits. How much a difference will that make?

If you sell a home for \$500,000 and pay a typical agent's commission (5-10%), this could be as high as \$50,000. That's almost two years of college – out of state. That's the down payment on the new home you would normally have to worry about.

Best of all, I will let you stay in your home after closing for up to six months while you search for a new one. You'll have plenty of time to make a careful and wise decision. No rush.

When you're ready to sell your home at xxxxx St., Xxxxx, WA, xxxxx, I'm interested in buying. You don't need to worry about inspections, or remodeling, or staging, or knowing all the answers about the age and status of your HVAC and other home systems. You can just relax, and in 15 days you'll walk away with all the cash equity from your home in hand – ready to move to the next stage of your life.

That's why I hope you'll call me when you're ready to sell. But even if you don't want to sell for a few years, if my offer appeals to you, please call xxx-xxx-xxxx so I'll know you'll be interested when the time comes. I hope to hear from you soon and meet you in person.

Sincerely,

<signed name>