

30 January 2003

Dear Friend,

Here we are at the beginning of what we all hope will be a great year of personal and professional happiness and success. In the interest of fun, and hopefully a little anticipation, I've enclosed a lottery ticket. Now I know it's not as easy for you to check the Washington State results, so I'll be sure to give you a call with the winning numbers. Who knows? Maybe this year will get started with something truly unexpected!

Lottery tickets can be exciting. So is building my own business. Just as it was in my high tech life, my focus is on relationships, trust, integrity and excellence. That's how I like to work and that is the kind of client that I want. The best way to reach out to the kind of people that I want to work with in the future is to reach out to that very same kind of person that I already know! And that's why I'm writing to you. I'd like to ask for your help in building my business by referral.

When someone in your life has a need for real estate services, please think of me. I would be pleased to help them with buying or selling a home, and can also provide recommendations for service providers (such as painters, roof cleaners, renovators, etc., or a mortgage broker for refinancing). If you'll call me with their name and number, I would be happy to provide them with exceptional service.

Given our past relationship, most of you already know where my 'quality bar' is for exceptional service. That gives you a good sense of how I will support my clients. I should also be sure that you know it doesn't matter where they live. I'm part of a local network that enables me to provide personal recommendations throughout the state of Washington. I am also already taking advantage of a substantial remote network to build a referral business in other parts of the country. No one in your life should have to use an ad or the yellow pages to try to find a Realtor or a service provider.

Thank you again for your interest and willingness in helping me to build my business. One of the best parts about this new profession of mine is the opportunity to reach out and stay connected with you, even though we may not be working together. It's a great life!

Wishing you all the best,

PS. Windermere's current "Home Update" addresses homeowner's insurance and what you need to know to protect your investment. Check it out from my website (noted below) by selecting 'Newsletter.'

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