

January 28, 2010



Dear Seller's Name,

As you know, Firm Name is committed to doing everything we can to promote your home to as many potential buyers as possible, in the shortest amount of time. To that end, I wanted to tell you about an event taking place March 20-21 and 27-28, 2010 hosted by the Gainesville-Alachua County Association of Realtors®. The "Home\$ale Extravaganza" event is a tremendous opportunity to showcase your home.

This very special event will be supported by an extensive marketing campaign including TV, radio, newspaper and internet advertising. In addition to this marketing, over 800 Realtor members will be spreading the word. **This event is an unprecedented effort to GET YOUR HOME SOLD and stimulate the local real estate market!**

If you want your home to benefit from this phenomenal level of promotional support, I urge you to take part in the Home\$ale Extravaganza event. Your home must be OPEN between the hours of 1-5 pm for each weekend you sign up for.

If you want your home included in the Home\$ale Extravaganza event, please complete the enclosed/attached Reservation Form. As noted on the form, the deadline for submitting your home in the event is March 5th.

I hope you are as excited as I am about this exciting event! If you have any questions, please contact me.

Sincerely,

Your Name

Your Company Name

Your Phone Number