

[Date]

[Recipient Name]  
[Recipient Address]  
[City, State, Zip Code]

Subject: Introducing [Agency Name] - Your New Partner in Real Estate

Dear [Recipient Name],

I am writing to formally introduce you to **[Agency Name]**, a new real estate agency dedicated to providing exceptional service and local expertise in [City/Neighborhood].

While our agency is new, our team brings [Number] years of combined experience in the real estate industry. We specialize in [Residential/Commercial/Luxury] properties and are committed to helping our clients achieve their property goals with transparency and integrity.

### **Our Referral Program**

We believe that the best business comes from trusted relationships. We are currently looking to build a network of professional partners. If you refer a client to us who successfully closes a [sale/lease] transaction, we offer [Insert Referral Fee, Gift, or Detail].

We would love the opportunity to earn your trust. If you know of anyone looking to buy, sell, or rent property, please feel free to pass along my contact information or introduce us via email.

I have enclosed my business card for your records. I will follow up with you next week to see if we can grab a coffee and discuss how we might work together.

Best regards,

[Your Name]  
[Your Title]  
[Agency Name]  
[Phone Number]  
[Email Address]  
[Website URL]