

[Your Name]
[Your Real Estate Agency]
[Your Phone Number]
[Your Email Address]

[Date]

[Vendor Name]
[Vendor Company Name]
[Vendor Address]

Dear [Vendor Contact Name],

I am reaching out because I have long admired the quality of work and service that [Vendor Company Name] provides to the community. As a Realtor specializing in the [Neighborhood/Area] market, I am frequently asked for recommendations for reliable professionals like yourself.

I am currently updating my "Preferred Vendor List," which I provide to all my homebuyers and sellers. I would love to include your business as my recommended [Industry, e.g., Contractor/Lender/Landscaper].

In addition to this referral, I am interested in exploring a cross-promotional partnership. Some ideas include:

- Featuring your business in my monthly email newsletter.
- Co-branded social media posts highlighting your services.
- Including your brochures or discount coupons in my "New Homeowner" welcome packets.

In return, I would appreciate it if you would consider referring clients who are looking to buy or sell a home to me. This way, we can support each other's growth and ensure our clients receive the best possible service from start to finish.

Are you available for a brief coffee or a phone call next week to discuss how we can work together? I look forward to hearing from you.

Best regards,

[Your Signature]

[Your Name]