

Heidi Fore

Dear Potential Employer:

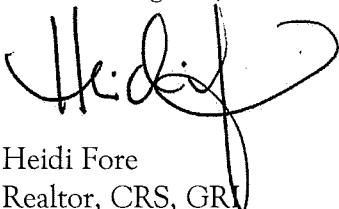
When I read your advertisement seeking a buyer for your home, I interpreted that you were actually seeking my qualifications. I am confident I can deliver what your advertisement was seeking – a buyer for your home. Therefore, I am applying for the position for which you advertised and have enclosed my resume. It is clear from your ad that you are trying to attract the most buyers possible and net the most money. Your needs match my background. I have **six years of experience** in property marketing strategy.

Here are four reasons you should hire me for this position:

1. **Market knowledge**- In response to your ad, I have compiled a market report of sales that I would like to share with you. The graphical data clearly shows how consumers have shifted their buying patterns in this area, and how that affects your situation.
2. **Good communication** – It takes more than putting a sign in the yard to sell a house. You may have had a bad experience with someone you've previously hired who just "put a sign in the yard" and you never heard from your agent again. Good business means good communication. You will hear from me and the other members of my team on a regular basis.
3. **Advertising skill** – Effectively promoting a product like yours is a full time job that involves research, planning, creativity, media buying knowledge and advertising composition. To create the demand to get the price you want, you must first seek out the buyers who are buying your product, reach them with words they want to hear, show them photos of a product they want to buy, and encourage them to see the product in person. My multi-media approach to advertising will promote your property to thousands of potential home buyers. This will mean more chances of a good offer for you. I would be happy to show you my portfolio of advertisements in an interview.
4. **Diligence and delivery** – Once we get an offer on your property, the negotiation begins. My experience in the art of negotiation will help you get the most money possible with the terms you want. Next come the inspections, appraisal, lender qualifications and closing processes. That's where I come in to make the many steps of this journey smooth. The first step towards moving into your next house is finding a buyer for this one. I am the person who can do that for you.

Thank you for the opportunity to show you why my experience at analyzing market data and creating advertising plans will reach the right buyers for your property. I could help your emotional stress level by bringing you an offer and turning that offer into a smooth closing. I would love to meet with you in person to talk about how I can help take the burden off of you and deliver the level of customer service you deserve. I will call you next week to schedule an interview for this position. I appreciate your time, and understand the importance of this decision for you. It would be an honor to work for you. Over the course of more than 200 home sales, I have collected a wall full of Thank You Notes from happy clients – and I would love to add one more.

Warmest regards,



Heidi Fore
Realtor, CRS, GRI

HEIDI FORE REAL ESTATE TEAM

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OBJECTIVE

To provide professional real estate services based on proven principles of effective marketing and frequent communication with clients; thereby giving our clients a pleasant real estate experience while achieving the clients' goals of getting their home sold for the most amount of money, in the shortest amount of time, with the least amount of stress

REAL ESTATE EXPERIENCE

Services provided for clients:

- ◆ **Implemented the latest technology** to serve clients: free DVDs of virtual city tour for relocation clients, online Wedding-Planning While Homebuying Page for first time homebuyers, instant messaging with clients, same day video walkthroughs emailed to relocation clients so that they can virtually buy houses without coming to Louisville to see them in person
- ◆ **Continues to study negotiation techniques, home staging** for a quicker sale, and advertising strategies
- ◆ **Created marketing plan with specific objectives** to attract buyers to see our houses for sale through various advertising media and using the latest technologies and systems

Sales volume 2007 sold 57 homes in 2007, an average of 5 a month
Sales volume 2006 sold 43 homes in 2006, an average of 4 a month
Sales volume 2005 sold 39 homes in 2005, an average of 3 a month
Sales volume 2004 sold 23 homes in 2004, an average of 2 a month
Sales volume 2003 sold 12 homes in 2003, an average of 1 a month

Speaker, National Association of Realtors annual convention, Las Vegas NV 2007 Topic: Marketing
Speaker, Chicago Area, Greater Northwest Indiana Association of Realtors 2008 Topic: Marketing
Speaker, Columbus Women's Council of Realtors, 2008 Topic: Marketing

EDUCATION

B.S. Business, Xavier University Marketing Major, Communication Arts Minor Graduated in three years	Cincinnati Ohio 2000 <i>Magna Cum Laude</i>
World Academy of Realty , Real Estate Diploma	Louisville Kentucky 2002
CRS , Real Estate Certification	Austin TX, Nashville TN, Louisville KY 2005
GRI , Real Estate Certification	Louisville Kentucky 2007

AWARDS & HONORS

National magazine article REALTOR MAGAZINE - "30 Under 30" Highlighting 30 Realtors Under 30 Years Old.
National magazine article REAL ESTATE MAGAZINE - Article profiling the "Top 50 Realtors on the Rise"
National magazine article REALTY SUCCESS MAGAZINE - Author of "The Must Have Column" published each month
Regional magazine article BUSINESS FIRST "Prospect Realtor wins National Spotlight"
Regional magazine article LOUISVILLE MAGAZINE Three page featured article about Heidi
Regional magazine article KENTUCKY REALTOR MAGAZINE One page featured article about Heidi
Regional magazine article CALIFORNIA REAL ESTATE MAGAZINE Article on websites, highlighting www.HeidiFore.com
Awarded the Keller Williams Realty National Triple Gold Award for sales volume
Awarded the RE/MAX International Platinum Award for sales volume
Awarded the RE/MAX International 100 Club Award for sales volume
Honored in Realtor Magazine as one of "30 Realtors Under 30 Years Old" nationwide
Honored in Real Estate Magazine as a "Top 50 Realtors on the Rise" nationwide
Honored to be chairperson of the Young Professionals Advisory Board to the National Association of Realtors
References are available online at www.heidifore.com