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Vermont Shortbread Company

Handcrafted with Love, Imagination, and Tender Care

DATE

Ann Zuccardy, CEO
Vermont Shortbread Company
691 East St.
Huntington, VT 05462

NAME, TITLE
COMPANY
STREET ADDRESS
CITY, STATE, ZIP

Dear NAME,

My name is Ann Zuccardy and I'm the owner of Vermont Shortbread Company. As a gourmet gift provider and homeowner, I am what you might call a friend of those in the real estate industry.

I recently read a sobering real estate statistic that I thought was important for you to know:

82% of people don't remember their realtor's name 2 years after the sale.

Shocking and disheartening, isn't it? I thought so, too. Mainly because as a self-employed person just like you, I know what you go through to get and retain clients.

The hard work you put in... the phone calls, follow ups. Driving miles to meet potential home buyers at all hours and in all weather. Handling fragile emotions. Being an on-call information source and supportive shoulder to lean on. It's no secret that **real estate sales requires hard work, constant effort...** and can very often be a **thankless profession**.

As a real estate expert, you play a key role in helping people make one of the biggest buying decisions of their lives. So when your clients eventually forget your name and all that you did for them... *ouch, that really hurts*. It hurts your ego, but more importantly, it hurts your business. **Because we both know that people like you and I rely on word-of-mouth referrals to make our living.**

Wouldn't it be wonderful if you could find a way to help clients remember your name?

Something that will show them how remarkable you are - and establish you as a trusted resource and friend who truly cares?

Vermont Shortbread may just be that "something" you've been searching for. We partner with local real estate professionals who want to maintain great relationships with their clients via a tried and true method... the gift of delicious, homemade baked goods! Don't believe it? **Send a shortbread gift after your next sale and you'll see exactly what we mean.**



Here's How Our Gourmet Shortbread Gift Service Works:

Each month, you submit the names and work addresses of everyone who closed on a sale or loan in the previous month. Vermont Shortbread Company then delivers the following to each recipient on your behalf:

- shortbread gift box in the flavor of your choice (8 servings per box)
- hand-written thank-you card featuring Vermont nature scape
- helium balloon with your agency's logo printed on it (if applicable)
- your business card

Shortbread orders are billed for a one-time fee at the end of the month. It's a simple program to set up, and gives you that edge over competing real estate agents in the area. Case in point: on a recent shortbread delivery, a voice piped up from behind a cubicle wall saying, "Hey! I closed on my mortgage too... where's MY shortbread?"

Other Reasons to Go With Vermont Shortbread

- **Good feelings all around.** Nothing beats celebrating one of life's great milestones with a sumptuous treat.
- **Shortbread is always a hit.** You'll be instantly popular and the talk of the office.
- **The gesture gets you far.** The balloon inevitably lingers for a few days with your company name on it.
- **Shortbread is a sensory memory trigger.** The fresh-baked aroma will evoke pleasant memories of you.

Now more than ever, it's important to handle those delicate client relationships with care. Our real estate gift delivery program is currently enjoying great success. Find out how **Vermont Shortbread Company** can help you stay fresh in the minds of your best clients. Contact us via email at jsaz@gmavt.net or call (802) 264-4835.

Place your order for fresh-baked shortbread gifts today!

Sincerely,

Ann Zuccardy, CEO
Vermont Shortbread Company

Phone: (802) 264-4835
Email: jsaz@gmavt.net
Website: <http://VermontShortbread.com>

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