



## Alison Fredericks

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John Searle, Manager  
Property Values Inc.,

**Media Communications ~ Marketing ~ Public Relations ...  
and now... Real Estate Agent for Property Values Inc.**

Dear John

One look at my résumé and you'll no doubt see that I have the experience it takes to transition into the real estate industry. If there is one thing that defines my career, it's communication.

Whether I'm persuading large organizations on the merits of corporate citizenship to acquire much-needed funds for non-profits, sensitively easing the egos of celebrities and politicians, or generating sales growth through marketing, my experience has consistently delivered results.

It would be fair for you to ask, "*Why real estate? Why a career change?*"

The answer to that is straightforward. I relish challenges, find the real estate industry an untapped career opportunity that I have not yet conquered, and the risk to my livelihood and my new employer's trust is small, as it is backed by years of successful despite-the-odds sales and marketing successes across a number of different industries.

People come and go in real estate; primarily as they are unprepared for the rigors, the odd hours, the objections, the need to manage unrealistic expectations of buyers and vendors, and the need to display empathy, diplomacy, persistence and determination daily. Through my public relations career and my history in media, I know a great deal about managing expectations, and how to cut through fears and uncertainty to deliver results. I am prepared and I'm ready to excel.

Make no mistake, I'm an avid follower of property and I immerse myself in it. I always have. This is not a burst of insight or a sudden decision. I'm serious about my career, serious about making a comfortable living, and serious about delivering results for Property Values Inc.

Having recently completed the Property Practice (Real Estate) course through the Real Estate Institute of Chicago, I'm keen to get started.

Let me help you deliver results for our mutual benefit.

I'd welcome the opportunity to discuss your needs and goals for the rest of 2011, so I'll follow up in a few days from now to see if we can have an informal chat over coffee and get things moving. Meantime, I can be contacted at the details listed above.

Sincerely

Alison Fredericks

## Summary

The first aim of this cover letter is to dispel potential fears the employer may have about hiring a real estate novice. At the same time, the letter aims to instill confidence by talking of Alison's media and corporate career and her influence over celebrities and politician. Finally, the letter seeks to assure the employer that she is prepared and knows what she is in for when opting for a career in real estate.

Real Estate is very much a people business and this cold letter with its photograph is providing the owner of the company with the decision making tools necessary to call Alison. As Real Estate often focuses on the look of the sales representative, using Alison's professional photo in this way, shows that she is comfortable with her look and has the professional style to represent the practice.

The entire letter is about building a risk-averse case for Alison's services in a non-threatening way. The idea is to present a feminine look (with the attractive borders, wavy lines and grey-blue text) while the words on paper convey something bolder and more confident. It is a way to brand Alison to show she is a mature, smart and feminine but will not put off clients by being brash and arrogant.

The conclusion of the letter creates a call to action but softens it by requesting for an informal chat over coffee. The expectation is for the owner to take it to the next step, and not be forced to making a business decision via a formal interview. This relationship management strategy is key to Alison's success and one that she believes will be crucial to her success in real estate.