



10 May 2013

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# JASON ADAMS

10 Portabello Way, Brooktown WA 6999  
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Dear Andrea,

Achieving results and professionally managing the needs of buyers and sellers in competitive real estate markets is my area of expertise. For 10 years I have delivered rapid results for my clients, consistently exceeded budgets and been recognised for my efforts with numerous awards. I am passionate about the industry and have worked hard to educate investors and first home buyers through social media channels including my blog, [Real Estate Made Easy](#).

My career spans commercial and residential portfolios, across the entire metropolitan area. I currently represent Boardman & Walker Pty Ltd, selling homes in the \$500,000 to \$1,200,000 price bracket. I have outperformed my colleagues for the past 5 years, as well as negotiated a record selling price for a home in the local area of \$1.6 million.

The attached résumé highlights the strength of my experience and achievements in the real estate sector, some of which include:

- Delivered 172% of budget for the current financial year
- Boardman Walker Sales Agent of the Year (WA) 2009, 2010, 2011 and 2012
- Inducted into the Boardman Walker Hall of Fame in 2013

Exceptional levels of energy and drive underpin my success. I am tireless in my efforts to source leads and convert them into sales. The implementation of innovative marketing strategies to propel interest in properties has enabled me to deliver swift results for my clients and generate consistent revenue for my employers.

I live locally and am active in the community as a Volunteer Firefighter and member of the local Chamber of Commerce. In 2012 I donated my time to the Brooktown Redevelopment Committee, driving local infrastructure and development programs.

If you believe your agency would benefit from the services of a creative and dynamic sales agent with a strong history of success, combined with local knowledge and networks, let's arrange a time to meet. I am serious about delivering results for your agency and have mapped out a plan for 3, 6 and 12 months, which I would like to share with you. Thank you for your time, I will make contact with you next week.

Sincerely,

JASON ADAMS

*"Jason doesn't wait for the phone to ring; he proactively builds relationships, generates leads and is always looking for the next sale. These qualities have enabled him to deliver outstanding results in buoyant and flat markets."*

ANDREW FOX, DIRECTOR  
YOONG & ASSOCIATES, 2013

*"Jason listened to my needs and gave an honest opinion and strategy for obtaining the price we wanted for our home. He delivered! The marketing of our property was brilliant and unique. He kept us informed every step of the way and we never once had to call him. Our home sold in 11 days for \$5,700 more than we wanted."*

B. POLSON, CLIENT, 2013

WA Real Estate Licence No. 896452



# STRATEGY

Jason approached me to write a résumé and cover letter for a position he had seen advertised in his local area. He is an accomplished Real Estate Agent with fantastic results and a great deal of energy. One of his key strengths is the way he markets properties including the use of social media. He wanted his flair for marketing to come through in the documents, in a conservative and professional manner.

I selected clean, crisp images of homes, indicative of the houses he sells; included links to his social media profiles; and incorporated client and employer testimonials to reinforce his abilities and results.

Jason lives in Brooktown, where the position is located. He very much wanted to work locally so I included this in the letter, together with information on his community-based activities and interests. I also drew reference to the redevelopment committee he contributed to, as a way of reinforcing the strength of his local knowledge.

Images, colour and side bars were used to highlight key information and showcase Jason's professional and modern approach.

While I worked on the résumé and letter, Jason got to work on a business plan, which I mention in the closing paragraph of the letter.

Jason contacted me 4 weeks after the completion of his project to advise he had been successful and would be starting his new job in late June. I received another phone call 2 days later from the owner of the agency complimenting me on the quality of the application and who then engaged my services on behalf of her daughter, a recent graduate in need of a stand-out résumé.

Jason's documents were written for the Australian market, hence the spelling and presentation of the date.