

MARGARET "RED" SMITH

Property Acquisition, Disposition, Leasing
Commercial • Retail • Farming

Springfield, IL 62701
217.555.5555 • leade77@gmail.com

Launched 2 New Offices, 2 New Divisions, & 3 Profitable Startups
Helped Fortune 500 Firms Manage Their Real Estate

March 28, 2015

Harlon Jones
CFO
Bottlepro Enterprises
1234 South St.
Chicago, IL 60625

Dear Mr. Jones:

RE: Real Estate Business Development & Corporate Contracts Manager, #9672

As a commercial real estate agent and fourth generation farmer (who's had her hands in a vineyard or two), I was very intrigued to see that you're searching for a Real Estate Business Development & Corporate Contracts Manager. I've long kept a close eye on Bottlepro, since I do business in Southern Illinois, and I've been impressed!

In launching a new real estate initiative, you'll need someone familiar with the real estate market, your industry, and business in general. I offer exactly what you need:

- **Understanding of regional and national real estate markets:** I've grown a thriving real estate business in Southern Illinois, dealing in commercial, retail, and agricultural acquisition, disposition, and leasing.
- **Familiarity with Bottlepro's market:** In addition to having a more-than-basic understanding of the wine industry because of my exposure to vineyards, I've learned much about beer from a longtime client who is a well known beer producer in the region.
- **Record of success launching new initiatives:** I've established a sales organization for a new irrigation system, executed the brand new presence of a real estate brokerage in Springfield, and founded three profitable startups.
- **Aptitude for business:** Having turned around underperforming organizations and properties, negotiated "impossible" deals, and introduced new analytical and marketing tools, I can communicate options and work collaboratively to help you make the best business decisions.

Commercial Profits through Real Estate Strategy

Added hundreds of thousands of dollars in profit for high-profile food and beverage client by discreetly negotiating leases on their behalf. Served account since 2010.

Upped occupancy 240% across retail portfolio.



Helped place G.E., Burger King, Little Caesar's, Weight Watchers, Verizon, and others in appropriate retail spaces.

While I'm secure in my current role at my brokerage, I couldn't help but reach out when I saw that a company I admire had an opportunity where I could bring so much value. I would welcome a meeting to learn more about your goals and discuss how I can help make them a reality. I guarantee that whether or not we work together, the discussion will be worth your while. Thank you for taking the time to consider my candidacy.

Sincerely,

Margaret "Red" Smith

ENTREPRENEUR APPLIES FOR A PERFECT FIT JOB

Though Red's commercial real estate brokerage was thriving, her eye was caught by a job posting she saw at Bottlepro, a wine and beer bottling company that wanted to launch a commercial real estate function. Their goal was to be more intentional about how they acquired and managed land for their bottling facilities.

With her earlier sales success, farming experience (many of Bottlepro's clients have vineyards, and their portfolio was likely to include agricultural properties), and real estate savvy, Red was a perfect fit. I wrote a letter that spoke to Bottlepro's stated needs, with bolded qualifications/accomplishments headings so they could understand how she fit in.

The slanted angles and color of her nickname speak to the vibrancy of Red's character, a key factor in how she's able to get things done. A callout box adds visual interest and describes how her other commercial clients have benefitted from her strategy and negotiation skills.