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[Date]

Dear [friend]:

I am enclosing my résumé for you to consider the next time you, a loved one, or a colleague needs a real estate agent. You should always choose the agent who best suits your needs, even if that person is not me.

With that said, it would be an honor if you elect to interview me. I have 14+ years of experience as a licensed REALTOR® and have done everything from finding the right home to creating one when nothing fit the bill. I step up to plate for my clients and do everything I can to represent their interests and get them the best deal possible. Challenge me with your toughest questions so that you are confident in my abilities. It is important to make sure my skills are the right match for your specific situation.

My dedication to providing the best service possible means that I always work to exceed my clients' expectations. I want to see you continue to succeed and that's why I'll still be around after closing as your lifelong REALTOR®. If you choose me as your real estate agent, I promise that I will strive to be the best agent with whom you have ever worked!

With gratitude,

[Signature]

Chip Potts

REALTOR®

LIC # #315304

(615) 521-0336

Chip@ChipPotts.com

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SOUTHERN LIFE
real estate

Richard Chip Potts, REALTOR®

LIC# #315304

Southern Life Real Estate

(615) 521-0336 | Chip@ChipPotts.com

Licensed REALTOR® with 16+ years of experience and extensive knowledge of local area. Focuses on providing the best possible experience for you throughout the transaction by going above and beyond to represent your interests. Assists you with research and knowledge of local market to help you create a plan to benefit you best in the short-term and long-term financially. Draws upon extensive experience in business and all branches of real estate transactions to guide you throughout the process. Proudly serving all of Middle Tennessee!

BUYER SERVICES:

- Providing personalized guidance to determine your priorities
- Drawing upon market knowledge and research to find the right home
- Full service real estate experience including loan review, development, rehabbing, plan review, and more
- Negotiating requests and offers
- Coordinating contracts and documentation
- Delivering support after the sale

SELLER SERVICES:

- Researching the local real estate market
- Preparing and staging home to sell
- Deciding the right asking price for maximum profit in shortest time frame
- Full service real estate experience including loan review, development, rehabbing, plan review, and more
- Identifying the key selling points
- Comprehensive strategic marketing of your home to potential buyers
- Negotiating with buyers on your behalf

MARKETING STRATEGIES:

- Sourcing leads from expansive network
- High resolution video tours photography
- Comprehensive social media marketing campaign
- Syndicated listing on 350 high-visibility websites
- Individual property website
- Direct mailers and door hangers/flyers
- Open houses
- Utilizing the Multiple Listing Service (MLS)

EDUCATION:

- Vanderbilt University
- REALTOR® license 2007
- Certified Residential Specialist (CRS)
- Accredited Buyer Representative (ABR)
- Graduate, Realtor Institute (GRI)
- Military Relocation Professional

MEMBERSHIPS:

- Tennessee Association of REALTORS®
- National Association of REALTORS®
- Greater Nashville Association of REALTORS®

AWARDS:

- 2020, 2021, 2022 & 2023 Award of Excellence

COMMUNITY SERVICE:

[Type here]

- Brentwood Baptist Church
- VAREP
- Wounded Warrior Program
- Nashville Diaper Connection
- Grace Works