



Date

Names

Street Address

City, State Zip

Dear Names

Working with you in the past was really enjoyable for me, and I'm glad I could be of service. I must apologize that I haven't stayed in as close contact with you as I would have liked since then. However, recently I made a commitment to run my business by referral.

I now understand that the kind of people I want to help in the future are people just like you. The opportunities that I've had to serve referred clients have been my most enjoyable and rewarding experiences. So, in order to work by referral, I intend to take even better care of you.

I would like to take just a moment of your time to introduce you to a very special complimentary service that I am now providing: my Client Appreciation Program. Every month I will be sending information that I believe you will find useful.

This first piece explains how my decision to work by referral benefits you. It allows me to devote my time and energy to meeting the needs of my clients. There are a number of ways that I can be a valuable resource to you, such as providing market updates.

I look forward to re-establishing our relationship. Please feel free to contact me if you need anything at all; I am always here to help.

Sincerely,

Your Name

Home Mortgage Consultant

Wells Fargo Home Mortgage

000 000-0000 Office

000 000-0000 Mobile

000 000-0000 Fax

[Your.name@wellsfargo.com](mailto:Your.name@wellsfargo.com)

[www.yourwebsitehere.com](http://www.yourwebsitehere.com)

NMLSR ID XXXXXXXXXXXXXXXXX

*If you know of someone who would appreciate the level of service I provide, please pass along my name and business number.*

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