

Sample First Contact E-mail

Buon giorno Mr. Pastorini. My name is Suzanne Powers and I am a real estate agent with Conway Properties International in Jackson Hole, Wyoming, USA. I found the name of your company on worldproperties.com, indicating your firm is affiliated with ICREA through your membership with FIAIP. My company also is affiliated through our membership with NAR. I am looking for an agent to whom I can refer a very special client. They would like to retire in the Vicenza area.

It may seem strange they would pick Vicenza however; they lived there for three years in the early 90s. I was fortunate to visit them during that time and still hold the fondest of memories about your lovely town and beautiful countryside. I still think your shopkeepers make the best cappuccinos in all of Italy!

Regarding the referral, my company requires the mutual signing of the ICREA Transnational Referral Contract. As you are aware, this contract requires the statement of referral fees for leasing or sale of property to my referred client. Your reply by e-mail is quite satisfactory however, if you would rather discuss these matters over the telephone, I will be available whenever it is most convenient for you regardless of the time difference. Just let me know via email what time best suits your schedule.

Meanwhile, I would appreciate any information you can share with me regarding the local market conditions. As you know, the dollar is weak right now. If it is a seller's market in Vicenza, where supply is low and prices are high, my client might have to wait until the financial picture looks better. If however, there are properties available to meet their space and financial needs, they are eager to begin the process.

They will be looking for a single family home, preferably on the edge of town with a little land, about 5 acres or so. They love the vintage homes in the area and are not averse to putting some work into restoration.

I look forward to hearing from you regarding further discussion of this potential referral.

Grazie,
Suzanne Powers
1-407-555-5555