

**SAMPLE LETTER TO BUILDER / MAY BE AMENDED FOR OTHER
VENDORS**

Value Home Builders, Inc.
XXXX Azalea Lane
Pflugerville, TX 78660

Dear Mr. (or Mrs.) Builder:

Just a few days ago, I had the chance to drive by the remaining homes in your [NAME OF DEVELOPMENT] development. Undeniably, its design, architectural excellence and livability will be appreciated by everyone who is fortunate to be able to choose a new home there. Throughout this last year, I have been aware of the excellent marketing that you employed to announce your project. The billboards, large newspaper ads, and your sales staff operating 7 days a week was no doubt a worthwhile expense to launch this subdivision.

Now that there are only several homes remaining, the marketing effort to find new families for these models can be expensive. While most developers will choose to lower prices to quickly sell their remaining homes (and keep marketing costs low), it would seem a shame to do so in your development. Reduced selling prices at the end of a project lower the property values of the most recent sales, and definitely reduce the goodwill of your recent purchasers.

I am in the business of helping builders provide attractive seller financing, which **we buy at closing!** This puts the cash you need in your pocket, and:

1. The homes are quickly sold at full market value.
2. Not going through a traditional loan process eliminates the need for qualifying ratios and proof of income - this increases the number of prospective buyers that qualify.
3. Many of the costs associated with a conventional loan are eliminated - the buyer gets in for less cash and you still get the money you need.

Let us show you how you can sell those last units quickly, allowing you to focus your attentions on your next project.

Since each project has its own unique requirements, I will be glad to develop a no-obligation scenario in which you can offer attractive terms to your prospective buyers. I will be contacting you next week, and look forward to a mutually beneficial relationship.

Sincerely,

[Your Name]