

Thanks again for inviting me to your home yesterday. After meeting with you and discussing your options and the 2 other highly competent REALTORS, I ponder on why I would use my services over someone else. This was a good exercise for me and something I want to include in my listing presentations in the future. I came up with a "David Letterman" top 10 list why you should use me and Exit Realty.

10. Living in Marathon for over 38 Years I have built up good clientele/friends that I use to call and get buyers.

9. Being on over 4 boards and countless organizations, **my exposure is Keys wide.**

8. Having Exit at Tranquility Bay, Coral Lagoon, and now Sombrero Resorts, **our agents are the first to meet interested, qualified buyers for your home.**

7. Chosen 2009 "Rookie of the Year" by the Marathon and Lower Keys Association has exposed me to new buyers and the respect of my co REALTORS. On average most sales are co brokered through other agents so cooperation is imperative. I have a great relationship with all my fellow REALTORS.

6. New in the Business. Even though I may not have 30 years of "Real Estate" business directly, I have been indirectly involved with the mortgage end. Also being a new agent, I am not "burned out" and welcome each day with open arms. **I still find Real Estate to be the best career I have ever had.**

5. Fewer listings Being aggressive and have lots of listing are great, but I would rather have fewer, marketable homes that I can focus my energies on and replace my inventory when it is lower. Currently I have 5 listings which is very manageable (3 are under contract).

4. Listening. It is easy for a REALTOR to take a listing like they have for years and treat it like many other transactions. I believe each seller as well as each home is unique and it is important for a REALTOR to pay attention to the customer needs and remember the customer may not always be right....but they are always the customer.

3. Technologies Currently I am on 10 property search engines and growing. I am also a member of the International Referral program. As part of this designation, I get international referrals as well as having my listing marketed in Planet World.com. We are going to see an influx of Euro dollars as well as other countries.

2. Hard work, well known, blind luck. I don't know which one of the following is true but I have closed over \$3,3 Million in the first 6 months of my career. I would match my production with any Agents new or old. Most people think **success** is a goal. I do not. I see **success** as a process. I am constantly working on my education as well as my own spirit and body. I attract good things in my life and somehow...it happens.

The #1 Reason to choose Ben Daniels as your REALTOR:

I not Hungry, I am starved and my desires to sell with benefit you. At the end of the day, Real Estate is not friendship, it is a business and in the corporate world you want your team to be self motivated, I am that person.

Thanks for your time and I wish for a quick sale and a bright future for you both.

Sincerely,

Ben Daniels, P.A.