



IPRANK

Demo Approach on Behalf of a Developer

Private & Confidential [Mr & Mrs Smith

123 Long Drive Somewhere AB1 2CD]

[Date]

Dear [Mr & Mrs Smith],

Re: [123 Long Drive, Somewhere]

Please forgive this unsolicited approach.

However, during one of our ongoing land searches of the area your property has been identified as suitable as a possible redevelopment opportunity.

I am directly retained as a [site finder for a niche property development company] who has an urgent requirement for this type of situation. [My client has significant local knowledge and experience and are renowned within the development industry for being able to maximise land values by means of their substantial in-house planning expertise.]

This enables them to put forward the most competitive and sustainable offers in almost all instances.

Should you be considering a sale at any time in the future my client would be very keen to obtain more information and would be happy to discuss this in greater detail either in person or on the telephone.

[XYZ is an award-winning developer with a reputation for quality and imaginative developments in prime locations, has the necessary funds immediately available from their own resources and is in a position to progress with an immediate purchase if required. This site is viewed as a very exciting potential development opportunity and I hope this approach will be of serious interest to you.] I would stress that this is not a general canvassing letter but it is in fact an immediate and genuine requirement. I am directly retained by my client who is fully responsible for my fees.

If you require further information or clarification on anything at all I am happy to be contacted any time on [Tel no. / AlldayPA] or [email address]. Finally, if this approach is not of interest then I apologise for the intrusion.

Yours sincerely,
[Name] [Title]

If you would prefer not to hear about how we can help maximise the value of your property, now or in the future, then please just call [Tel no.] or email [stop@xyz.co.uk]. We will then remove your details from our system immediately and will not contact you again.



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