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Dear Richard,

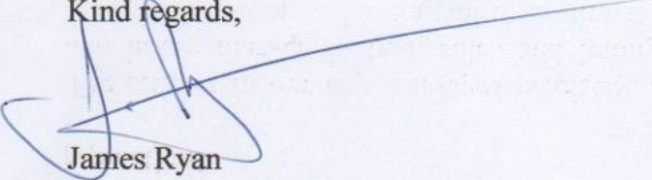
I thought I should take a moment to drop you a long-overdue line to say how utterly delighted we are with the property article you have provided for us over the past three years – all 160 of them!

Many vendors have invited us to pitch as a direct result of reading one of the articles – how many more have been indirectly impressed is difficult to measure! However, people often compliment us on “our” articles in the local paper, and say that they always turn to our page first. It is certainly a great way of proactively managing our reputation!

The articles fit our key messages precisely, and are highly relevant for both the flat and house market, in both sales and lettings. I am sure they have made a major contribution to our achieving third position in our 120-branch network.

I am looking forward to receiving our next year’s supply and would be more than happy for you to use this letter as a testimony for other agents thinking of using the articles – a wholehearted, without hesitation, recommendation! (Just don’t let other agents in my area use them – they are my nuclear weapon for making the phone ring!).

Kind regards,



James Ryan
Managing Director

Ellis and Co,
Golders Green /Hampstead Garden Suburb