



**The Heart**  
of a Woman

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## SAMPLE WORKS

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# Postcard

Dear [FIRSTNAME],

**We've all heard the rumors about apartment living; but what are the facts? Let's face it, apartment living is perfect if only out of necessity. In the past, most people considered apartment housing just to accommodate a single or newlywed lifestyle, or were moving into a new area, were financially strapped, or were even in the completion stages of building a new home.**

Today, however, apartment housing makes up a large percentage of our population. Our culture has dictated a new wave of living alternatives; and Americans have capitalized on their merit. What are some of those merits?

- Freedom from the trouble of selling for a job relocation
- The diversity of a 24-hour urban "downtown" life
- Relief of worry about maintenance and upkeep around the home
- Closer commutes to the office
- Financially beneficial

More often than not, renting has become a personal choice rather than a forced option or a decision based on a rent versus buy analysis. In the United States alone, over 15 million renters grace our land with that number growing every day. Those households include more than those who HAVE to rent. They include an ever-growing number of people who choose to rent!

Please feel free to contact me at (xxx) xxx-xxxx for a free consultation of apartment properties in your preferred area. It would be my pleasure to assist you in finding the home you desire for you and your family.

Sincerely,

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Name