

## Writing Sample: Website Sales Copy for Artist Real Estate Renderings

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### **Closing Gifts That Help Turn Clients into Friends, Referrals & Repeat Business**

Referrals and repeat business are the lifeblood of any successful real estate business, so it's important to provide stellar service during the sales and purchase process, of course.

**But as a savvy real estate professional, you want to do more.**

Just like the unmatched service you provide when helping your clients locate and buy their dream home, you love to go above-and-beyond the expected when it comes to the closing gifts you give as well.

### **Custom Original Art, Commissioned Specifically for Your Clients**

#### **One-of-a-Kind Hand-Painted & Pen and Ink Residential Renderings**

If you want clients to remember you and refer you after the sale, presenting them with a memorable, heartfelt gift of original art at closing will ensure you're not forgotten.

Because unlike standard closing gifts like towel sets, gift baskets, kitchen cutlery or glassware, or cleaning services – things that will hardly be remembered a few weeks later – **original art is the gift that keeps on giving, forever.**

Just imagine how your clients will feel at closing when they receive the custom rendering of their new home, a gift you thoughtfully commissioned just for them.

Their pride, joy, and delight in this special and unique gift will guarantee you stay on their minds long after the final papers are signed and the deal is closed.

**[HAPPY CLIENT TESTIMONIAL HERE]**

**Hi, I'm Kandy Cross. I create custom residential renderings for realtors and other real estate professionals so they look like a Rockstar to their clients.**

A one-of-a-kind hand-painted or pen and ink residential rendering will become a treasured keepsake, providing delight to your clients for years to come and eliciting questions from their friends and family about who gave them such a thoughtful gift.

My renderings are matted and framed 11" x 14" pen and ink, or pen and ink with acrylic, and generally take about two weeks to complete.

**A custom rendering closing gift is one of the best ways to be remembered fondly, referred frequently, and get repeat business.**

**HAPPY CLIENT [TESTIMONIAL HERE]**

If you're ready to stand out from the crowd and look like a Rockstar to your clients, contact me **right here** about ordering your custom residential rendering, to inquire about pricing or turnaround time, or to ask me any other questions about this service. *[Bold copy links to Contact page.]*

Or feel free to call me. *[Insert postcard image with sample images and phone number here.]*

*(I also work with title agents, mortgage lenders, contractors, builders, and individuals. Don't hesitate to **reach out to me here** or call me at the number above if you'd like to know more about my residential rendering services.) [Bold copy links to Contact page.]*

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