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Business Promotion Letter for a Real Estate Developer

The real estate sector is witnessing a boom, and you are the key players, the movers in the industry. You decide the course this business takes, its value in terms of turnover in the economy, and its wider impact on the services industry. More importantly, you are the answer to the hopes of countless people who bank on you to give shape to their aspirations.

We, **ABC Real Estates**, appreciate this onerous task and like to think of ourselves as shareholders of this responsibility. In the arena of real estate development, we are facilitators who come in early on the scene but do something that has a lasting value – we acquire the land for you on which you build and sell your dreams.

It goes without saying that the acquisition of land is not just the first hurdle to be crossed it also turns out to be the trickiest in the business. What better way to flag off your projects than to have experts identify for you locations that you can build on, take care of all the hassles involved in acquiring land, and see to it that legal issues do not hound your projects once they take off?

If you think that is half the burden taken off your planners and managers, do meet us. We will be glad to see how we can help you. And this invitation goes out across industries – if you require land for any of your business purposes, we may have just the right plot for you. **ABC Real Estates (formerly known as xx Properties) has more than 25 years of experience as a real estate solutions provider for housing, infrastructure, and industrial development.** This is what you can bank on in associating with us:

- **A vast inventory of property ideal for the development of Special Economic Zones (SEZ), townships, multiplexes, hotels, and residential buildings.**

- **Identification of property aligned to the requirements of clients.**
- **Ensuring that the property is free from litigation issues and other legal encumbrances.**
- **Facilitation of hassle-free transactions in the acquisition of the property.**

We have already carved an enviable niche for ourselves in fast growing cities like Chennai and Pondicherry, where we have acquired substantial properties for corporate houses (See annexure I for details). Our ever-expanding network is now chasing even farther horizons. And we would like you to be beneficiaries of this journey.

Tell us about your requirements, your expectations, and the kind of projects you have in mind. Ask us for recommendations, or just ask for a peek into our inventory of properties. Or let us know if we are to keep you abreast of new developments in future that you may be interested in. We want all this from you. **And believe us when we say that in the process we will be securing strong foundations for you – perfectly viable land that you can build on without having to worry about legal permissions, pending cases, litigation outcomes, etc.**

Does our proposition make good business sense for you? Do you think we have in store what could be of interest to you? Then call us. We look forward to hearing from you.

Sincerely,

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