

Dear <first name>,

This isn't just another solicitation from just another business broker. I am Julian Solomons and am currently the nation's number one business broker with VR. As you may know, VR sells more businesses than any other firm in the country, placing me among the elite US brokers.

I realize you receive several letters from business brokers each year, but I assure you I stand apart from the crowd in more ways than one:

- **A proven track record.** I credit my continued success to more than 35 years of solid experience. For more than three decades, I've worked in the business community as a senior executive with several multi-national corporations, and have also built and sold my own small business.
- **Access to quality buyers.** My extensive list of contacts will enable me to find the right buyer quickly. I presently work with more qualified professionals ready to buy than I do owners looking to sell. Let me put this "imbalance" to work for you.
- **Personal attention.** When we meet, I will take time to learn about your business, as well as getting an idea of what you hope to achieve through the sale. This comprehensive approach enables me to achieve record-breaking prices and terms for clients.
- **No risk.** Simply put: my services are absolutely free until I successfully sell your business. I'm delighted to meet you without any obligation or commitment from you to use my services.

Whether you are actively working to sell your business or are curious in learning the market value of your company, you have nothing to lose -- and everything to gain -- by speaking with me.

I look forward to your call.

<signature>