

- Writing Sample -
Excerpt from a brochure for a luxury concierge service



As a realtor, your ability to stay ahead of the competition can make or break your business. You're already offering quality services that include knowledge of the marketplace, attentive, accessible customer care and solid experience in the industry. So what can you add that will increase your competitive edge?

Luxury concierge services.

Imagine rolling out the red carpet for your high-end clients the moment they first make contact with you. Clients visiting from out of town will know you're at the top of your game when you send a limo to pick them up from the airport or have fresh flowers delivered to their hotel rooms. Local clients will be impressed when you offer to help them make dinner reservations, pick up their dry cleaning or provide the services of a personal shopper.

All of this and more can be easily arranged with the help of VIP Concierge Services for as little as \$35 per hour. Here are just a few of the services we can provide:

- ?? Chaperoning - meet & greet
- ?? Airport pick-up/drop off
- ?? Around-town transportation
- ?? Relocation housing assistance
- ?? Personal shopping
- ?? Pet sitting
- ?? Child care
- ?? Restaurant, theater, or concert reservations
- ?? Secretarial or administrative services

In addition to providing the highest quality of personal service for your clients, we can also assist *you* by helping to create more time in your day. Our professional staff can help with general office tasks, appointment scheduling, event planning, errands and even housekeeping for your home or office.

Attract new customers while rising above the competition

Improve customer retention by providing an indispensable service

Increase the perceived value of the property purchase or leasing package