

[This is a thank you letter to a long-term client, which can be used by any type of business.]

[on letterhead]

January 31, 2007

[Name of customer]
[address]

ATTENTION: [contact person, title]

Dear Sir / Madam:

I was reviewing some of the accounts we have had for several years and when I came to the name of your firm, I stopped to take note of the date on which your account with us was first established – on _____ *[insert date]*.

It has been a long time since our very first transaction was initiated and it is with a great sense of pride that I realize how far both of our firms have come over the past _____ years. The fact that our relationship has not only lasted, but has flourished over this period of time, is most rewarding.

Thank you for the past, for the present, and may the future be a continuance of the relationship we have enjoyed for so long!

Sincerely,

[Name of person signing]

[This letter is for an air conditioning company.]

[on letterhead]

January 31, 2007

[Name of customer]
[address]

ATTENTION: [contact person, title]

Dear Sir / Madam:

SUMMER IS ALMOST HERE! Time to make sure your air conditioning system is working properly. Please give us a call to arrange for one of our service representatives to perform a thorough and complete inspection of your A/C before the mercury starts to soar.

Throughout our many years of experience we have learned that by performing preventive maintenance in a timely way, costly repairs and replacement of parts can often be avoided. We have also learned that it is always during the hottest period of the summer that we are inundated with service requests. When that happens, we are unable to provide prompt service to all of our valued customers, like you.

Give us a call now so we can ensure you a cool and comfortable summer!

Sincerely,

[Name of person signing]

[This letter is ideal for a business selling collectibles, antiques, art or other such items.]

[on letterhead]

January 31, 2007

[Name of customer]
[address]

ATTENTION: [contact person, title]

Dear Sir / Madam:

Thank you for signing our guest register when you paid our _____ store a visit. We hope you found our assortment of _____ interesting. Of course, we are always purchasing new items, so we encourage you to come in and browse often.

In addition to buying from other dealers in Europe and in the United States, we also make purchases from individuals. If you have any items that you are interested in selling at this time or at anytime in the future, we would be happy to come to your home to look at the pieces and make you an offer. Either way, we will be looking forward to seeing you soon.

Sincerely,

[Name of person signing]