

Plantation Furnishings.....**Client**
J. M. P.....**Contact**
Sales Letter #1.....**Job**
November 18, 2003.....**Date**
#2.....**Draft**

<Date>

<Name>

<12345 Any Street>

<Anytown, USA>

<12345-1234>

Give your home sales a BOOST with Plantation Furnishings!

Dear <Sales/Purchasing Manager/Director Name>:

Creating the look and feel of a warmth and livability in the homes you sell is important to your bottom line. At Plantation Furnishings, we understand your business. We offer all the products and services you need to make every room sing, turning any house into a homebuyer's dream.

We provide complete design services or work with your design team, providing them with everything they need to bring their plans to life. From comfortable La-Z-Boy recliners and eye-catching accent pieces to a variety of standard and deluxe home furnishing packages and a whole lot more, we have what it takes to give any design an extra powerful punch. We even offer high-quality bedding, housewares and art pieces to help you create fabulous finishing touches! You'll get the most for your money with Plantation Furnishings. *We guarantee it.*

Need a full-service store? Don't look any further.

As the largest family-owned furniture store in Central Florida that's been in business for more than 20 years, we know what you need. We're a full-service store. That's why Plantation Furnishings is *the* one-stop home furnishings source for Central Florida homebuilders and <TITLE>s.

You can use our furnishings in your own designs or let us decorate for you. We offer a variety of options. If you need expert design services, you're covered with Plantation Furnishings. We'll give your model homes that added flare to spark buyers' imaginations and bring in more sales. And with stores conveniently located in Lakeland and Davenport, we can serve your home furnishing needs quickly and easily! We deliver throughout greater Central Florida, and as far away as Ocala, Coco Beach, Clearwater and Avon Park.

We can even help you develop a furniture promotion to boost your home sales, like providing new homebuyers with healthy incentive vouchers for home furnishing purchases! They simply bring the vouchers with them when they shop at one of our stores

to save up to thousands of dollars! To learn more about our promotion programs, **call us at 800.226.1299.**

Already have a corporate designer?

Good news ... Designers can find a wider variety of products at more competitive prices at Plantation Furnishings than they can at any other furniture store in the area. That's just one reason we've earned our reputation as *the* preferred furniture source for homebuilders! Another is our **10% rebate offer.** We'll tell you about next.

Rebate or no rebate ... that is the question.

For every home furnishings purchase your referrals make from us, you get a 10% rebate. If your designer buys from us, you get the rebate. If a new homebuyer makes purchases from us because you referred them, you get the rebate. This commission is our way of saying thank you. And you choose where the commission checks go ... to your company or your sales staff. Think of it as useful decoration for your pocket! All you have to do is become a Plantation Partner.

SAVE BIG on home furnishings. It's easy and it's FREE!

Becoming a Plantation Partner costs you nothing and gives you lots of great money-saving benefits:

- Commission on your referrals' purchases.
- Commission on Designer's Choice packages.
- Special discounts on personal purchases.
- FREE link to your Web site from ours to help you boost sales.
- A FREE link to your site in our newsletter's "Preferred Realtor" section.
- Possible article about your business in the "Featured Partner" section of our newsletter.
- Automatic entry into three annual drawings for exciting getaways, tickets to sporting events and more!

For more details about our Plantation Partner program **call us at 800.226.1299**, or visit us online at www.plantationfurnishings.com. Joining takes just minutes with our easy online information form. Or use the one we've provided at the end of this letter and fax it back to us at 863.424.5914.

Become a Plantation Partner before <DATE> to be automatically entered to win an exciting 6-day, 7-night getaway to <WHERE>!

Keep your commissions or pass them on.

At Plantation Furnishings, we offer some of the highest referral commissions and lowest furniture prices in the area. However, you may prefer not to take commissions on referred sales. We understand. That's why we offer options. You can always pass the savings on to your sales staff.

Or pass the savings on to your homebuyers. Any referral who purchases from us receives a bonus 5% discount on top of your 10% rebate. That's a total of 15% in savings, which

really adds up fast. Or your referrals can receive a \$1000 discount on Designer's Choice packages. That's another option. Either way, they benefit from unbeatable savings. It's a gift they won't forget ... one they're sure to tell friends and family about! (What a great way to entice more home buyers.)

If these options aren't right for you, here's one more. You can take the rebate and hold the commission dollars in an account to use at the end of the year or other time. Use the extra cash for employee incentives and awards, parties or whatever. After all, the money's yours; you earned it! We believe you should have it.

Contact us today.

At Plantation Furnishings, you always come first. Just tell us what you need. Most likely, we have it in stock. If not, we'll get it for you. To speak with a Plantation Furnishings representative or to schedule a Home Furnishings Consultation, call us at **800.226.129**, or drop us a line at www.plantationfurnishings.com.

We look forward to serving you,

<SIGNATURE>

NAME

TITLE

P.S. Don't forget! Join our Plantation Partner program before <DATE> for your chance to win an exciting 6-day, 7-night getaway to <WHERE>! **Just complete this form and fax it back to us at 863.424.5914.**

YES! I want to become a Plantation Partner.

Company Name: _____

Contact Name: _____

Best time to Contact: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Fax:** _____

Email: _____

For details and contest rules, visit www.plantationfurnishings.com.

