

August 2, 1996

California Realty

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MARTIN A. LEVY

#1 in Northern California
#5 in the US and Canada

Michael Larsen
Literary Agent
1029 Jones St.
San Francisco, CA 94109

Dear Mr. Larsen:

Mary Coverdale, a writer who is an acquaintance of mine up here in Santa Rosa, says you are the one who may be able to help me get my book, "Best Seller: Finding Opportunity in Any Market," published.

I've become familiar with your book "Literary Agents" and after studying it, I agree with Mary. I've tried to market the book to publishers on my own and have learned, the hard way, that I really do need the expertise of an agent such as you.

A proposal summary, chapter outline and sample chapter are enclosed as well as promotional materials that substantiate my success and document why I am suited to write this particular book.

Basically, in the book I take the approach that absolutely everyone is in the sales business — not just professionals who make a living at sales. We may sell our innocence to the police officer who pulls us over for speeding, or we may sell our services to a new client. We all sell ourselves, attempting to put our best foot forward, to someone somewhere every day. And we all want to do it in #1 style, achieving success and results.

It doesn't take special skills to succeed at sales. What it takes is a special way of looking at things. That's what "Best Seller: Finding Opportunity in Any Market," will teach others — how to sell themselves or a product and how to be #1 in their life.

I will demonstrate how to succeed at life by sharing what has helped me become one of North America's #1 real estate sales agents, a position I have maintained for more than five years. I got there by making everything in life — even going bankrupt — an opportunity, and that's what I intend to tell readers.

This book would seem to have vast marketing potential in both the business and self-improvement arenas. And, I am committed to purchasing a minimum of 500 copies of the book for my personal use.

I have been in real estate nearly two decades, previously have published various newspaper articles about real estate sales and have presented some of the subject matter in lectures to real estate professionals. Barry Harrington, who is slated to assist me in the writing, has written and published a novel, "The Beyond," with The Berkeley Publishing Group in New York.

I would welcome your guidance in piloting this book project to publication. Is this a project with which you might become involved? I hope so!

I look forward to hearing from you and hope we soon will be working out "the details." Thank you for your time.

Sincerely,

Martin A. Levy
Realtor®

Martin A. Levy
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Book Proposal
Page 1

Book Proposal Summary
Primary Sales Points

BEST SELLER:
FINDING OPPORTUNITY IN ANY MARKET
By Martin A. Levy
One of North America's #1 Real Estate Sales Agents

In the manner of a fireside storyteller, super salesman Martin A. Levy spins his personal experiences into business gold. Unashamed to admit failures and mistakes made along the way to becoming #1, this once painfully shy man recounts the experiences that have helped him become and remain one of the top money-making Realtors® in America today.

In a pleasant, down-to-earth manner, Levy tells how everyone can learn to "sell" their way to being #1 in various aspects of their life — whether it's "selling" their way out of a traffic ticket or "selling" a business client on a product or service. "People buy you when they buy what you're selling" he points out. "And oh what a feeling of satisfaction that brings!"

Levy doesn't gloss over the hard, uncomfortable topics. He talks candidly about overcoming personal adversity, such as bankruptcy, and professional hardships, such as a rocky economy and negative media coverage — all the while maintaining a #1 outlook.

He emphasizes the one thing that has set him apart and put him ahead: The attitude, which he's had since he was a toddler, that everything in life can be turned into an opportunity. At age 5 he was finding ways to earn an income in his Bronx neighborhood, often by turning games such as marbles and baseball card trading into money.

Throughout the book, Levy stresses the value of hard work and the importance of instilling a strong work ethic in our youth. "There's no mystery to being successful at sales," says Levy. "You don't have to be born with a silver spoon in your mouth to do well at it. You just have to be willing to work at it — hard."

He is quick to acknowledge that financial success can be more difficult to acquire now than in recent decades, but Levy shatters the myth that America is going downhill and lacks opportunity.

Levy, who has sold nearly 700 homes since 1989 and achieved nearly half a billion dollars in production during his career, has made results his way of life. He uses real-life, everyday examples to show how others can, too.

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Comments from those who have read the manuscript include:

"I love this guy. He's to-the-point, smart and has guts."

"This reads well. He sounds like the guy next door, who just happens to be a complete success and is going to share his insider's scoop with you."

"Levy doesn't just espouse how to become good at sales or just give lip service to his ideas. He's actually been there and done that, so he know firsthand what works. That's what makes his tips and advice so valuable."

Market Potential

The commercial possibilities of a how-to-improve your life book with a dynamic author are limitless. With 14, 245,000 Americans making a living in sales, the audience potential is extremely vast. This book will be coveted by rank-and-file sales people at chain department stores as well as by the CEOs at Fortune 500 companies.

And, the 35,000 sales agents who work for The Prudential Real Estate Affiliates, Inc. are an automatic target audience since Martin Levy works for that company, and many already know his name and reputation. So are the 710,000 individuals who work in real estate sales and related occupations.

Beyond that, any one who wants to give their career a shot in the arm is a potential buyer of this book. Levy's material also could be helpful to folks making a career transition. Homemakers struggling to re-enter the workplace will find the book a confidence-builder as will just about anyone in middle to upper management.

Conceivably, this book also could find its way into college career guidance centers and university bookstores for use as a text in salesmanship courses.

Singles seeking to "sell" themselves to a partner will find Levy's anecdotes and opportunity-making tips invaluable. Because its appeal is so diverse, the market potential for this book is great.

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Special Value of Book

Honest in ways that most first-hand success stories are not, this book cuts to the quick, exposing the author's vulnerability and his strengths. That makes what he has to say all the more believable and credible. He's brutally honest, and what he says is real.

Readers will find the down-to-earth advice giving packed into these pages a welcome respite from the many rags-to-riches books that play up the glamour and end results while glossing over the hard knocks and tough times experienced on the way up.

The special value of this book is that the anecdotal-style advice for a better life and/or better career is easy for anyone to apply. No special training or education is necessary. In fact, the author is quick to admit he doesn't hold an advanced college degree.

Levy takes his readers by the hand and shows them the way to success, nudging them gently when needed. "Anyone 20 to 50 or older can apply my tips to their life. If they work in commission sales, they'll find that ultimately it's like being an independent entrepreneur," emphasizes Levy.

While there are other books about being successful at sales or in business — including "Dave's Way," by R. David Thomas and published by G.P. Putnam's Sons in 1991; "The Art of the Deal," by Donald Trump and published by Warner books in 1987; and "Ed McMahon's Super Selling: Performance Techniques for High Volume," published by Prentice Hall in 1989 — few of these books discuss principles and ideas broad enough to turn a plain, everyday life into a success.

Other real estate sales how-to books — such as "How to Master the Art of Listing and Selling Real Estate," by Tom Hopkins and published by Prentice Hall in 1991; "How to Develop a Six-Figure Income in Real Estate," by Mike Ferry and published by Real Estate Education Co. in 1993; and "How to List and Sell Real Estate in the 1990s" by Danielle Kennedy and Warren Johnson and published by Prentice Hall in 1990 — are so bogged down in terminology, forms and goal-setting charts that readers often feel overwhelmed by the material. That translates to, they don't buy these books, or if they do, they seldom finish reading them.

The real beauty of Martin Levy's book is that it reads as a dinner conversation with the author as the guest of honor at a diverse gathering of people who might include both hometown neighbors and world-traveled executives. Humbly, the author weaves snippets about his success into the conversation, using humor and honesty to tell his story and make his points.

This book is easy to read and easy to use! And, it teaches success without being discouraging or condescending.

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Special Promotional Power

Martin Levy's story is a modern-day Horatio Alger story of a boy from the Bronx who traded his way up and out. He started with baseball cards and, he parleyed his streetwise negotiating skills into a phenomenal sales career.

His is the story of a man so skilled, so honest and with such a reputation for integrity and results, that he was selected by the U.S. Justice Department to serve as Realtor for the U.S. Marshals Service.

Martin Levy is one of only a handful of real estate agents nationwide who maintain a mega level of production for more than a few years. He has been among his company's Top Ten agents for an unprecedented five years and has been a real estate leader in California for seven years.

The author currently slated to co-write the book with Martin Levy is Barry Harrington. The Berkeley Publishing Group in New York published Harrington's novel "The Beyond" in 1991. He also has been published in numerous magazines, including Penthouse.

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