

JSV International Assistant Service

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Letter of Appreciation

Date:

15th November 2012

Full name and Company of Recipient :

"Special Customer" List
Customer Address Line 2
Customer Address Line 3
Customer Address Line 4

Dear [Customer First Name]:

Thank You For Your Business!

I am sending this letter to express my sincere appreciation to you for your continued patronage of our business. At European Interiors we are well aware that it is repeat customers like you who are largely responsible for 20xx being the best sales year in our 14 year history.

To say thank you in a more concrete way we would ask you to drop into the main store on Kirby Avenue before the end of February 20xx to pick up your free gift. We have managed to acquire a supply of hand crafted cedar boot racks for a few of our very special customers and we would like you to have one. In fact, we have one reserved in your name until the end of February, no strings attached.

In addition, we are also offering an exclusive financing package to only our best and most appreciated customers during that same period. Because you are included in that very exclusive group, we are offering you zero down payment, with zero financing charges for the entire first year of ownership of any furniture purchase you make valued over \$1,000 during the month of February.

We are happy to have served you well in the past and we look forward to continuing to provide your home furnishing needs in the future.

When you come to the main store during February to pick up your gift please feel free to stop by my showroom office and say hello. I look forward to seeing you.

Yours with thanks,

Jana Svihlova
General Manager