

Robert S. Rogers

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February 26, 2008

Mr. First Last, Vice President, Investment Services
ABC Investment Securities, XYZ Bank
Street Address and/or PO Box
Philadelphia, PA 19118 via e-mail: _____@investment.com (find format for his address)

Dear Mr. Last:

The position of Financial Planner, recently advertised in *Monster.com* has captured my interest. I have “cut my teeth” in the finance and investment field as a cash/vendor analyst and most recently, as an investment advisor.

With more than four years experience managing portfolios worth \$2 million, I feel it is time to join a larger firm, where I will be able to collaborate with others to grow professionally and achieve greater results for my clients. Based on my knowledge of the (*banking*) (*investment*) (*insurance*) industry in the Delaware Valley and a review of the ABC website, I believe that there are many areas in which my background would be compatible with your forward-thinking organization:

<u>Your Needs</u>	<u>I Offer</u>
Ability to attract new clients	I've only scratched the surface of my natural market, and feel confident that I offer the experience and maturity to serve a broad constituency.
Ability to listen to clients	As one of nine siblings, I have grown accustomed to listening at least twice as much as I talk! I understand that my role as a financial advisor requires that responsiveness to the needs of clients.
Expertise in financial accounting, money management, and investment strategies	BS, Business with major in Finance/Economics; progressively responsible and “hands-on” experience
Certified Financial Planner certification	Currently enrolled in the CHP program through the American College

My interest in (name of organization) stems from my belief that I would be able to “hit the ground running” as a contributor to the success of your team. I look forward to meeting with you.

Sincerely yours,

Robert S. Rogers
Encl: résumé
Copy: ABC Human Resources Department (careerabc@investment.org)