

Sample Referral Intro 1:

“Hoping you guys had a nice weekend with the families.

Dawson, I am working with the Relay Human Cloud (<https://www.relayhumancloud.com/>) team on a few fronts. If you have time in the next 1-2 weeks I would like for you to hear their pitch regarding their overseas talent offering which is tailored for real estate organizations to provide a high impact and cost effective solution.

Ben, Dawson is a former real estate colleague who now runs his own NYC-HQ'd real estate company. They own/operate a variety of commercial assets and do most of their operations/management on their own. If you can send a deck to Dawson to review during the holiday it would be appreciated as there may be something to do together in 2024.”

Best,”

Sample Cold Sales Intro 1:

Great to meet you yesterday! I thought I would send some info along about what we were chatting about.

[Relay Human Cloud](#) resources are largely pre-hired, on boarded in our proprietary business boot camp, and available to clients instantly. They have video interviews, standardized resumes and come to our office every day while being placed. We pay them a full salary during training.

The monthly cost mentioned on the bench page is all inclusive for the employer, and they send one check a month to Dallas, TX, but clients can use this service anywhere in the world.

The [Relay Bench](#) is easy to use. Sign the master agreement and start selecting full-time dedicated employees who work from our offices.

We provide very [detailed job descriptions](#) to make remote work well!

[Here is a detailed one](#) as an example. We can expand on the current ones if there is one you want to see.

Up top, I attached a white paper on uses with my real estate company and a video about a visit to the office last year so you could see the enthusiasm.

We can source people in Honduras or Mexico City if you share a job description from our list or elsewhere as well. We can also introduce your people to their counterpart at my company, Boxer Property, to discuss the benefits of using a global workforce.

Sample Cold Sales outreach 2:

“Hi Marc,

I am currently business with a lot of top tier hospitality companies like Driftwood, and I think you will find our partnership and model intriguing.

I have attached common FAQ and website here: <https://www.relayhumancloud.com/>

Let me know if you have a quick 10 minutes next week to discuss.

Best,”

Sample Cold Sales outreach 3:

I wanted to touch base and see if your team has a need for Yardi trained staff?

Relay Human Cloud provides remote dedicated staffing to fill your back-office needs. We are a member of Yardi’s Independent Consultant Network listed on Yardi’s website under “Staffing”. We have a bench of many talented Yardi candidates ready to start working.

<https://www.relayhumancloud.com/role/yardi-accountant/>

If Relay interests you, I would love to set up a time this week or next for a quick call.

Best,