



2010

Dear Homeowner:

Thank you for contacting us regarding your interest in selling a Frank Lloyd Wright property.

Our “Wright on the Market” program is a service that helps to link preservation-minded buyers with sellers of Wright properties. The Conservancy’s principal purpose is to facilitate the preservation and maintenance of the remaining structures designed by Frank Lloyd Wright. The best way to accomplish this is to promote Wright ownership by those who are willing and able to maintain Wright structures as good stewards and sensitive owners.

“Wright on the Market” helps in marketing Wright properties through our website and our Bulletin. Our website receives an average of 30,000 hits per day and attracts Wright fans around the world. Additionally, we have a short list of parties interested in purchasing the Wright house of their dreams, depending, of course, on location and price. This exposure should enable your Wright-designed house to come to the attention of potential buyers who have a true appreciation for the architecture of Frank Lloyd Wright. The Conservancy has been successful in matching preservation-minded buyers with sellers. We have assisted in the sale of over 60 Wright properties around the U.S. Through our website we can assist you in selling your Wright building to a qualified buyer who will be a good steward of this valuable property.

This service, provided for a first-year fee of only \$300, allows you to place an ad of up to 200 words and up to 10 photos on the “Wright on the Market” section of our website ([www.savewright.org](http://www.savewright.org)). Please see the attached form to use as a guideline for your listing. (We reserve the right to edit for accuracy regarding Wright facts and to confirm to the style guidelines of our website.) If you find it necessary after one year to renew your listing, the renewal charge is \$50. Updates to the price or contact information are made free of charge. However, due to website administration costs, major changes to the text or photos during the 12-month listing period will incur a \$50 charge. Please remember to contact the Conservancy office by email or phone with any subsequent price or other changes.

Please prepare your ad describing the house (preferably in a Microsoft Word document) and e-mail it and your photographs to [preservation@savewright.org](mailto:preservation@savewright.org). You may charge the fee on a credit card by calling us at 312.663.5500, or mailing your check to The Frank Lloyd Wright Building Conservancy, 53 West Jackson Boulevard, Suite 1120, Chicago, Illinois 60604. Your listing will be posted within one to two weeks of our receipt of the materials and payment. If you have specific questions about “Wright on the Market” please contact Andrea Obey at the phone listed below or at [aobey@savewright.org](mailto:aobey@savewright.org).

If the Conservancy can be of additional assistance in this process, please do not hesitate to contact us.

Sincerely,

Janet Halstead  
Executive Director  
312 663-5500