Resource Sheet #8

Post-War Suburbanization: A Sales Pitch

You have been hired as a Real Estate Agent to sell homes in the new Levittown community in Pennsylvania. You are taking a prospective couple around the neighborhood and trying to convince them to purchase a home in the new post-war suburb. Your task is to develop a sales pitch to convince the couple to move into the suburbs. Your sales pitch should use convincing language and be highly persuasive. When developing your sales pitch be sure to address:

- **The factors that promoted post-war suburbanization**
- **The benefits of living in a new suburb like Levittown**
- **The problems of living in a new suburb like Levittown**
- **Homogenization or the American dream?**
- **Lots of catchy and descriptive adjectives**