

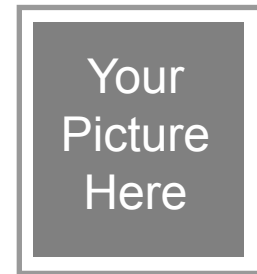
TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER



Template #1:

Please send the following information:

- Current loan programs and available interest rates.
- Information on purchasing investment property.
- Home improvements that increase property value.
- Information on debt consolidation loans.
- Ten tips to prepare your home for sale.
- Financial planning - strategies to restructure debt, increase equity, pay less interest & increase availability of investment funds.



Orville Originator

If you or someone you know is thinking of buying or selling a home, give me a call.

Knowing my clients are informed, at ease and receive the very best service is my top priority.



Your name _____

Best way to reach you _____

Fax form to:xxx-xxx-xxxx Or mail to 111 Hometown Lane, Hometown, Ohio xxxxx

ANY WORDING, GRAPHICS OR LAYOUT CAN BE CHANGED
Mark changes on this copy and fax back to 303.460.7427

Your name _____

Your company _____

Name for your newsletter (masthead) _____

Do you want a picture on the return address portion: _____ Yes _____ No

Signature _____

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

**In
Touch
Today
Corporation**

Template #2:

Your Logo Here

Your
Picture
Here

*As a way to show my gratitude for your affiliation with my business,
I'm giving a free appraisal to you to use for your own financing
needs, or give to a friend or family member who may be thinking
about buying or refinancing their home. Thank you, for your business.*

Orville Originator

FREE APPRAISAL

FOR NEW OR RETURN CLIENTS OF ORVILLE ORIGINATOR

To be used towards the closing costs associated with financing a home through

YOUR COMPANY XXX-XXX-XXXX

(coupon is transferable)

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Keeping you... In Touch Today www.intouchtoday.net 800.433.3755

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

**In
Touch
Today
Corporation**

Template #3:

From your personal loan consultant:

With over 25 years of experience in the mortgage industry, you can be certain that your financing is in the right hands. I pride myself on having built a referral business, and I make certain every referred client is more than satisfied.

*Financing a home can be a stressful time. My goal is to make the entire process simple and easy. We obtain approval within one day. You are informed throughout the process, require little information, but most of all **I care**.*

Give me a call, and let me help you through the stressful times.

Office 303-423-3561 Cell 303-423-3561
www.orville'shomeloans.com

Your Logo Here

Your Picture Here

Orville Originator

Your Bio Here

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Template #4:

BOOKLETS BELOW CAN BE ORDERED ONLINE WWW.INTOUGHTODAY.COM

Please send the following free booklets:

- 10 Tips to Prepare Your Home for Sale
- Buying Your First Investment Property
- Buying Your First Home
- Financial Planning Strategies
- Creating Curb Appeal
- 20 Home Improvements That Pay Back
- How Much Home Can You Afford?
- Staging Your Home to Sell
- When's the Right Time...To Refinance?
- Thinking of Building? What You Must Know

Your
Picture
Here

Orville Originator

Your Logo Here

Your name _____

Best way to reach you _____

Fax form to:xxx-xxx-xxxx Or mail to 111 Hometown Lane, Hometown, Ohio xxxxx

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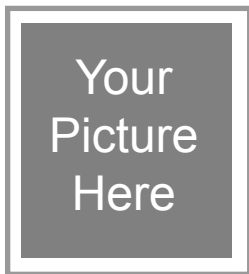
Keeping you... In Touch Today www.intouchtoday.net 800.433.3755

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

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Today
Corporation**

Template #5:

If you want to send a newsletter to your Realtor database, consider this idea:



Orville Originator
A Realtor's Dream

Office 303-423-3561
Cell 303-423-3561

Your clients can apply online:
www.mywebsite.com

Your Logo Here

My pledge to you:

*The only way I can create a successful business is to help you build yours.
This is my pledge to you:*

- 1. I will keep you and your clients well informed. I will keep you posted even when NOTHING IS GOING ON!*
- 2. I will take outstanding care of your customer.*
- 3. I will check in once a week, but I will not be a "drag" on your time.*
- 4. I will be easy to work with.*
- 5. I will not surprise you with last minute problems.*
- 6. I will return your phone calls promptly.*
- 7. I will be reliable and dependable.*
- 8. I will nurture 1st time homebuyers.*
- 9. I will do what I say I'll do!*
- 10. I will first and foremost, make YOU LOOK GOOD!*
- 11. I will be adaptable.*
- 12. I will be a good source of referrals.*

I do not want to work with every agent. I want to work with those who realize what I have to offer, those who appreciate it and who want to grow their business as much as I do. If this is you... give me a call.

Note: You may want to add this line, if you are willing: ***"I will be happy to split the cost of joint marketing this newsletter to your database with both our information on it. Call me!"***

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Today
Corporation**

Template #6:

If you want to joint market with a Realtor, consider sending newsletters to their customer database. We will bill each of you separately and it cuts the cost in half.
Realtors love it - you get more exposure.

THINKING ABOUT BUYING OR SELLING?

WORK WITH A TEAM YOU CAN TRUST:

Realtor's
photo
here

Rosy Realtor

Office 303-423-3561
Cell 303-423-3561

Learn more about the area:
www.mywebsite.com

Real Estate Co.
Logo Here

We know how stressful the homebuying process can be. That's why we work as a team to insure you receive the most complete, caring and informative service possible.

We go the extra mile to find you the perfect home with the financing that meets your long-term as well as short term goals.

If you know someone who may be interested in our services, give us a call with their name and number. We'll be happy to reduce the stress from their buying and selling process too.

Loan
Officer's
photo
here

Orville Originator

Office 303-423-3561
Cell 303-423-3561

Apply for financing online:
www.mywebsite.com

Mortgage Co.
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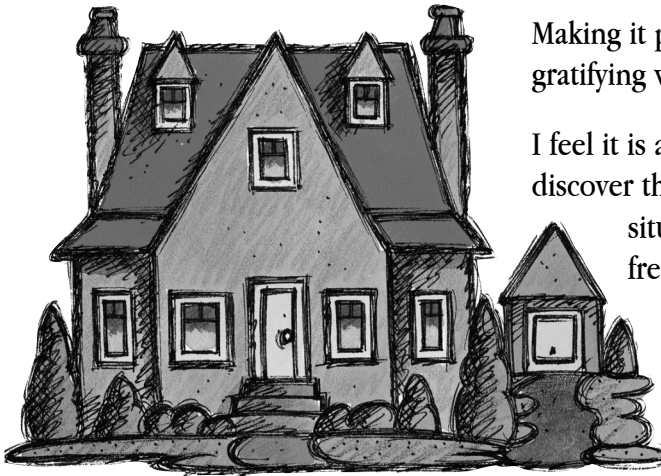
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TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

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Today
Corporation**

Template #7:

I L♥VE HELPING PEOPLE BUY HOMES



Making it possible for people to buy a home is the most gratifying way to make a living I can imagine.

I feel it is an honor and a privilege to work with a client to discover the perfect financing scenario for their particular situation, while making the entire process as stress-free as possible.

If you or someone you know is ready to buy a new home, build or refinance, please pass on my name.

**Your
Picture
Here**

Your Logo Here

Phone 999-999-9999
Cell 888-8880-8888
Fax 444-444-4444
Email LOANAGENT@IDOLOANS.COM

Lucy Loan
Mortgage Professional

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Today
Corporation**

Template #8:

Help Me Do More of What I Love...

There is nothing more gratifying to me than helping people buy homes... that safe, love-filled haven where dreams are born. And it's even more wonderful to help a friend or family member of one of my clients or associates with whom I've already established a relationship and a bond of trust.

If you know of someone who is ready to buy or finance a home, I would be honored if you would pass on my name. Your referral is the highest compliment I can receive.

**Your
Picture
Here**

Lucy Loan
Mortgage Professional

Your Logo Here

Phone 999-999-9999
Cell 888-8880-8888
Fax 444-444-4444
Email LOANAGENT@IDOLOANS.COM

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Today
Corporation**

Template #:9

A Great Team...

*an invaluable tool in your
home buying process!*

Photo
Here

Rosie Realtor
Realtor

(123) 456-7890
rosie@realty.com

Logo Here

Buying • Building • Investments
Vacation Homes • Second Homes

Whether you're a first time homebuyer
or moving up into your dream home, a
beginning real estate investor or a
seasoned professional, we'd love to assist
you with your next property purchase.

Call us for a complimentary
consultation.

Photo
Here

Mary Mortgage
Loan Officer/Partner

(123) 456-7890
ma@mortgage.net

Logo Here

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Today
Corporation**

Template #:10

Experience... There IS No Substitute

We have over 10 years combined experience, and we pride ourselves on choosing the right properties and loan products to fit our clients' needs. For your next real estate purchase, there is only one call you need to make...

Photo
Here

Logo Here

Photo
Here

Larry Loan
Mortgage Originator
Office: 123-456-7890
Cell: 123-456-7890
larry@mortgage.com

Logo Here

Ralph Realtor
Real Estate Professional
Office: 123-456-79-890
Cell: 123-456-7890
ralph@realtor.com

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Signature _____

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Corporation

Template #:11

Photo
Here

Larry Loan
Mortgage Originator
Office: 123-456-7890
Cell: 123-456-7890
larry@mortgage.com

Logo Here

*Your Referrals are the
Bedrock of my Business...
And I Sincerely Appreciate
Each and Every One!*

*If you have a friend, family member or business
associate who is thinking about buying or
refinancing, please pass on my name and number.
I promise to exceed their expectations with
superb service, versatile products and prompt
answers to all their questions.*

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Signature _____

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

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Touch
Today
Corporation**

Template #:12

"To give real service you must add something which cannot be bought or measured with money, and that is sincerity and integrity." Douglas Adams

Photo
Here

Larry Loan
Mortgage Originator
Office: 123-456-7890
Cell: 123-456-7890
larry@mortgage.com
www.larrysloans.com

Logo Here

If you, or someone you know, are in need of assistance with financing or refinancing a home, please give me a call. I'd love the opportunity to serve you!

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Signature _____

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER

**In
Touch
Today
Corporation**

Template #:13

Buying a Home is Easier When You Work With the “Your Area/City Here” Expert!

Photo
Here

Larry Loan
Mortgage Originator
Office: 123-456-7890
Cell: 123-456-7890
larry@mortgage.com
www.larrysloans.com

Logo Here

A professional with first hand knowledge of the area you live in (or are interested in living in) is an invaluable asset. I can provide you with facts and figures on local schools, taxes, crime rates, restaurants and more. And if you're ever in need of a referral to a Realtor, contractor, landscaper, or other professional, please don't hesitate to give me a call. I'd love to put my knowledge at your fingertips!

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Signature _____

TEMPLATES FOR CUSTOMIZING YOUR NEWSLETTER



Template #:14

Photo Here

Larry Loan
Mortgage Originator
Office: 123-456-7890
Cell: 123-456-7890
larry@mortgage.com

Logo Here

A Proven Track Record...

The satisfaction of past clients can say a lot about a professional's ethics, skills and abilities. Here is what a few of my clients have to say:

Client quote goes here. Client quote goes here.
Client quote goes here. Client quote goes here.
Client quote goes here. Client quote goes here.
Client quote goes here. Client quote goes here.
Client quote goes here. Cary Client

Client quote goes here. Client quote goes here.
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Signature _____