

TEMPLATES FOR CUSTOMIZING YOUR FULL-COLOR NEWSLETTER

In
Touch
Today
Corporation

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.

Your name: _____

Best way to reach you: _____

Please fax form back to 123-456-7890 or mail to 1234 Main Street, Your town, ST 12345



Your Name

Title or tagline

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.

LOGO

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

Do you want to customize a front or back page article: _____ Yes _____ No

Signature _____

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Template #2:

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.



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**

Your Name

Title or tagline

LOGO

1234 Main Street
Yourtown, ST 12345

123 | 456 | 7890 *Cell*
123 | 456 | 7890 *Direct*
123 | 456 | 7890 *Fax*

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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 building a referral-only business, and I make sure every referred client is more than satisfied.

Financing a home can be a stressful time. My goal is to make the entire process free and easy. We obtain approval with no fees. I keep you informed throughout the process. There is little documentation, but most of all, we make it simple.

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

Visit me online at: www.yourwebsite.com



Your Name

Title or tagline

123 | 456 | 7890 *Phone*

123 | 456 | 7890 *Fax*

your_name@pro.com

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Template #4:

BOOKLETS BELOW CAN BE ORDERED AT WWW.INTOUGHTODAY.NET

Please send the following information:

- 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 Name
Title or tagline

LOGO

Your name: _____

Best way to reach you: _____

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Street, Your town, ST 12345

123 | 456 | 7890 *Cell*
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Template #5:

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

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 not surprise you with last minute problems.
5. I will return your phone calls promptly and will be reliable and dependable.
6. I will nurture 1st time homebuyers.
7. I will do what I say I'll do!
8. I will first and foremost, make YOU LOOK GOOD!
9. I will be adaptable.
10. 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.

Your clients can apply online: www.yourwebsite.com



Your Name

Title or tagline

123 | 456 | 7890 *Phone*

123 | 456 | 7890 *Fax*

your_name@pro.com

LOGO

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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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.

<p>PARTNER'S PHOTO HERE</p>	<h3>THINKING ABOUT BUYING OR SELLING? WORK WITH A TEAM YOU CAN TRUST!</h3>	
<p>Partner Name <i>Title or tagline</i></p>	<p>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.</p>	<p>Your Name <i>Title or tagline</i></p>
<p>123 456 7890 <i>Phone</i> 123 456 7890 <i>Fax</i> <i>partner_name@pro.com</i></p>	<p>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.</p>	<p>123 456 7890 <i>Phone</i> 123 456 7890 <i>Fax</i> <i>your_name@pro.com</i></p>
<p>LOGO www.thewebsite.com</p>	<p>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.</p>	<p>LOGO www.yourwebsite.com</p>

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