

TEMPLATES FOR CUSTOMIZING YOUR 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
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 having built 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 as free and easy. We obtain approval with no credit check, keep you informed throughout the process, require little documentation, but most of all, we make it all so 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 *Cell*

123-456-7890 *Direct*

123-456-7890 *Fax*

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Template #4:

BOOKLETS BELOW CAN BE ORDERED ONLINE WWW.INTOUGHTODAY.COM

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

123-456-7890 *Cell*

123-456-7890 *Direct*

123-456-7890 *Fax*

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

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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 Name

Title or tagline

123- 456 -7890 *Cell*
123- 456 -7890 *Direct*
123- 456 -7890 *Fax*

LOGO

Your clients can apply online: www.yourwebsite.com

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.

**PARTNER'S
PHOTO
HERE**

THINKING ABOUT BUYING OR SELLING? WORK WITH A TEAM YOU CAN TRUST!



Partner Name
Title or tagline

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.

Your Name
Title or tagline

123 -456 -7890 *Phone*
123 -456-7890 *Fax*
partner_name@pro.com

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.

123 -456 -7890 *Phone*
123-456-7890 *Fax*
your_name@pro.com

LOGO

www.thewebsite.com

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.

LOGO

www.yourwebsite.com

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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.

LOGO

123-456-7890 *Cell*
123-456-7890 *Direct*
123-456-7890 *Fax*

Your Name
Title or tagline



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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 Name
Title or tagline

LOGO

123-456-7890 Cell
123-456-7890 Direct
123-456-7890 Fax

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Template #:9



Partner Name
Title or tagline

123-456-7890 *Phone*
123-456-7890 *Fax*
partner_name@pro.com

LOGO

www.thewebsite.com

*A Great Team...
an invaluable tool in your
home buying process!*

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.



Your Name
Title or tagline

123-456-7890 *Phone*
123-456-7890 *Fax*
your_name@pro.com

LOGO

www.yourwebsite.com

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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...

PARTNER'S
PHOTO
HERE

LOGO



LOGO

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

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

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Template #:11



Your Name

Title or tagline

123-456-7890 *Cell*
123-456-7890 *Direct*
123-456-7890 *Fax*

LOGO

*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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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



Your Name

Title or tagline

123-456-7890 *Cell*

123-456-7890 *Direct*

123-456-7890 *Fax*

LOGO

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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Template #:13

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



Your Name

Title or tagline

123-456-7890 *Cell*

123-456-7890 *Direct*

123-456-7890 *Fax*

LOGO

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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Template #:14



Your Name

Title or tagline

123-456-7890 *Cell*

123-456-7890 *Direct*

123-456-7890 *Fax*

LOGO

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.
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*

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