

Mr. and Mrs. Jones
123 Main St.
Anyplace, MI 48103

Dear Mr. and Mrs. Jones,

Have you ever finished something you love talking about because it gave you so much gratification? Maybe you remodeled your kitchen. Or completed a big project at work. Or taught yourself to play a musical instrument.

Well, for me, it's mortgages. I love mortgages! Whether a family is getting a first mortgage or refinancing, it helps them toward their dream of home ownership, and places them on the path to financial stability and freedom.

I recently helped one of your neighbors on Maple Street with their mortgage needs. I enjoyed serving them in this way. They're good people and I'm pleased they'll benefit from the good interest rate I helped them find.

I'm always looking for more good people I can help, so I wanted to reach out to you since you're one of their neighbors. I'm writing to introduce myself and offer my services to you and your family. I realize you probably don't need a mortgage today, but when you do, here are three reasons you may want to work with me:

- 1) I've been in lending since 2004. I've experienced the good, the bad, the ugly ... and the good again. I keep up with mortgage laws, regulations, and best practices, and **I will answer ALL your questions accurately and honestly.**
- 2) As a Senior Loan Officer with General Bank, I have access to nine different mortgage options. I'll help you pick the best one for your situation, so **you'll feel confident you're doing what's best for your family's long-term financial health.**
- 3) I've lived in Ann Arbor for the past 43 years and I'm committed to giving back to our community. Every time one of my customers completes their mortgage process, I donate \$100 to a local non-profit organization like *The ChadTough Foundation* and *Ele's Place of Ann Arbor*. **Your mortgage will be an investment in your home and in your community!**

Thank you for taking time to read my letter, Mr. and Mrs. Jones. When you have a few more minutes, I invite you to visit my website www.xxxx.com. It gives you useful tools and information not available on my General Bank web page. For example, you can use the easy-to-use, interactive questionnaires to get a pre-approval letter, qualify for a mortgage, or get a refinance quote. You'll also learn more about me and the main reason I give back to our community. Then, when your next mortgage need arises, you won't have to scramble to find a lender because you'll already be familiar with my services and my story.

Sincerely,

John Jones
Senior Loan Officer
Office: xxx-xxx-xxxx
Cell: xxx-xxx-xxxx
Email: xxx@xxxx.com
Website: www.xxxx.com

Serving your mortgage needs with accessibility, urgency, empathy, and professionalism.

