

“I Can Help Y O U Buy Your Own Home Right Now, Regardless of Your Financial Circumstances... Guaranteed Or I’ll Pay You \$25 Cash!”

Congratulations, You Also Qualify For An Additional Quick Action Bonus...

Act Before 5:00 p.m. <Insert Date> And I’ll Pay you \$100!

Dear _____

I have an exciting promise for you: “You can buy a home of your own right now... no matter what your financial picture looks like” And in this short letter you’re going to discover exactly how.

Imagine... Owning the home you’re now in. Or another one with a garage, or a fenced yard for the kids. A quiet street... Privacy... Comfort. And it’s all yours.

At this point you may be saying...

“ YA, It Sounds Great But...”

What About Credit Problems?

Are the banks saying forget it, because you don’t have perfect credit, or you’re self-employed?

Don’t Worry About It!!

Whatever your current situation, there’s probably a home purchasing program just right for you... and I’ll find it for you. (For Free)... Or I’ll Pay You \$25!! That’s how sure I am that this will be no problem.

Sure That’s A Big Help But...

WON’T I NEED A BIG DOWN PAYMENT?

You’ll be surprised by the Answer...

Here’s the Good News...

You do not need a large chunk of money for a down payment. If you’ve been held back by the idea that you need a large down payment to put down to buy a good home, I’ll show you that this may not be necessary.

“Consider Fred & Wanda Tenant. I recently helped them purchase their beautiful home for less money then they were paying for rent! And instead of paying rent each month, the same payment is now an investment, creating security for them in the future.

Can I Do All That For You Too? Yes I Can!"

Here's more Good News...

For many people-maybe you- the government will even step in to help with the down payment, with low interest financing, and in many other ways. Very few people know that the government is eager to help them buy their first home. I can help you get every benefit available for first time homebuyers.

EVERY MONTH YOU WAIT, HOUSE PRICES MOVE UP!

There's no reason to wait. I can help you purchase your home RIGHT NOW.

By the way, I have also enclosed recent articles from the <*Calgary Herald, Edmonton Journal etc*> which forecast a continuing increase in housing prices. Between the equity you'll build up for yourself and the increase in property values in your neighborhood you will be richer than the day you ended your rental agreement

Quite honestly, I believe some day you'll be ready to trade in this property and move up to a bigger one. Maybe a brand new home... it happens all the time.

You can use home ownership as the "foundation" for a complete change in your finances! And, Hey, the Reality is...

You'll Have The Freedom To Make Your House Feel Like Your Own Home!

Imagine having the complete freedom to...

- **Decorate your home just as you please**
- **Do Renovations whenever You Want**
- **Paint Whatever Color Feels Right**
- **It Will Be Completely Your Choice**

Of course, everything you tell me is completely private and confidential. I work for you. I'm your counselor and advisor. I've helped many people just like you make the home owning dream a reality... and now it's your opportunity. You've got nothing to loose... the worst thing that will happen is I'll have to hand you \$25 CASH!!!

WHY NOT EXPLORE THIS IDEA?

The Worst That Will Happen Is You Get \$25 Cash

And the Best That Will Happen Is You'll Own Your Own Home!

You may be asking what's in it for me? First of all, you don't pay me any fees for helping you... none, zero, zilch! I have been very successful in providing homes for people just like you and by helping you it helps me. I enjoy making home-ownership a reality for my tenants.

I am so confident that I can “ Match you with the right home purchase program and with good financing... I Guarantee It! If I Fail I’ll pay you \$25.00 cash!

It’s easy to get started. Just give <Bob> a call at <(403) 123-1234> and we’ll get the ball rolling. Remember, the absolute worst thing that could happen is I give you \$25.00 CASH... And the best thing is you start enjoying the home you’ve always wanted. **Remember, you never pay a cent out of your own pocket for all the work I do for you.**

So pick-up the phone and call me to set up a meeting or ask for more information at <(403) 123-1234> and begin making your homeownership dream possible.

Sincerely,
Solutions In Real Estate

Bob Robertson
“Helping Renters Become Homeowners”

P.S. I guarantee this will work to make homeownership possible for you and help you make your dream a reality. Call <(403) 123-1234> **TODAY!**

P.P.S. Remember, if you act before 5:00 pm <insert date>, I’ll pay you \$100 if we sign a deal!

Insert photocopies of news paper articles.