

## Realtors to Turn Renters into Buyers



Dear {Name},

I've attached this genuine looking Million Dollar Bill to this letter for two reasons...

1. I have something very important to tell you about and,
2. Since it involves the most important investment you need to make, I thought this Million Dollar Bill would be an appropriate eye catcher.

Here's what this is all about...

Money is flowing out of your checkbook every single month...Money you'll never see again...

I'm talking about -- Rent money.

That's right, "**When you're renting, you're just throwing your money away.**" I know you've heard it a million times but it's true.

And as rents continue to rise, you continue to part with bigger and bigger chunks of your hard-earned money. Money is going right into the pocket of someone else. But it could easily stay in your pocket and this money will grow as the value of your new home increases.

**Before you set this letter aside think about this...**

Most homeowners today were just like you. They thought that buying a home was simply out of their reach, but now they are enjoying a new lifestyle in their very own home (see the attached pink sheet).

No more rent. No more putting money into the pockets of a landlord.

**Buying a home is the smartest financial decision you will make for two reasons...**

- Equity build-up and,

- Tax advantages.

Let me explain...

Real estate values have risen steadily over the last 60 years (sometimes there are peaks and valleys), but over the long run there has been a consistent increase.

This means that every month when you make a payment on your new home, the amount that you owe goes down.

PLUS, since home values typically increase (and this includes apartments and condos), it is worth a little bit more every month. This is how you build up equity in your home. For example, if your home is worth **\$120,000** and you owe **\$70,000**, the equity is **\$50,000**.

Also, all of the interest and property taxes that you pay on your home are fully tax deductible! (Check with an accountant or tax specialist.)

### **Buying A Home, Apartment, or Condo is Easier Than Ever!**

There are lots of different ways to buy a home, and often for the same or less than you are paying in rent this month.

My **FREE 20 Minute Rent Analysis** will help you decide if home, apartment, or condo ownership is right for you now, or in the near future (it's free, and there is no obligation to buy anything.) It might be the most important 20 minutes you make in your financial life.

I'll call you **{Day}** at **{time}** to schedule a time for us to go over your FREE 20 Minute Rent Analysis. Or, call me at **{555-555-5555}** anytime to schedule a mutually convenient time to meet.

This letter is going out to **{number}** families and individuals that we feel have a very good chance of making their dream of owning a new home, apartment, or condo come true. So don't delay. Schedule your **FREE 20 Minute Rent Analysis** before all of my open appointment slots are closed. In two weeks I'll be too busy finding new affordable homes for people just like you!

Plus, as a special bonus for acting early and scheduling your **FREE 20 Minute Rent Analysis** I'll hand you my Special Report, "10 Costly Mistakes New Home Owners Make And How To Avoid Them!"

Home ownership is right around the corner. Call right now: **{555-555-5555}**.

Sincerely,

**{Your Name}**  
**{Contact info}**

PS: In {name of your area} over the last ten years home values have risen {%}! Where do you want your rent money going?

PPS: I've attached a pink sheet titled, "*What Past Renters Are Saying About Owning Their New Homes and Apartments!*" for you to review.

PPPS: Remember, your **FREE 20 Minute Rent Analysis** may be the most important step you take in your financial life, and it's only 20 minutes! Don't delay. There are only a few slots available at this time.