

Dear <Contact>:

December 23, 2004

Welcome to <MY: Company>! We are thrilled to have a chance to serve you and demonstrate how pleasant the experience of obtaining home financing can be. You may have noticed that I work much more like a mortgage planner than just a mortgage lender. That is because home financing can and should be structured to compliment your overall financial goals. Recommending appropriate mortgage solutions can impact your budget by thousands, sometimes ten's of thousands of dollars a year, so I take this responsibility very seriously.

Serving you in a way that allows you to stay focused on all of the other priorities in your life is another way we can make a difference. I am thrilled to introduce you to *Your Team*; the winners that I am fortunate to have a chance to work with each day. These are wonderfully talented people, working in their area of giftedness, who have a heart for serving clients and making the loan process as painless and least time consuming as possible for you. I am eager for you to experience this team and they are excited to get to work for you!

We have enclosed the following items to assist you and to better introduce ourselves to you:

- An expandable folder to help stay organized through the home purchase process
- "The Next Step Is..." Outlining the steps involved in our streamlined mortgage process
- "Tenets of Success" Core values that we have established as the basis with which to serve you
- "Comments From Our Clients" What others, who have gone before you, have had to say

In the next few days you will receive documents from my operations team. It is very important to review this information upon receipt, gather the documents requested and return them to my office within 2-3 business days.

Thank you for entrusting my team and me with this very important role.

Sincerely,

<MY:Contact>

<MY:b-Title>

INSIDE THIS FOLDER

This expandable folder is our gift to you. With so much information to be gathered in such a short period of time our clients have found this organizer to be of great value during the home buying process.

Inside of this folder you will find:

- Valuable information about Austin
- Labeled divider for each step of the home buying and financing process
- Business cards from each member of *Your Team*

The Broadhurst Group