

## SAMPLE MORTGAGE MARKETING LETTER

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## Introduction

A mortgage marketing letter may be written by a firm specializing in helping individuals or organizations to find finance for purchasing property. A well written letter will be able to persuade the addressee to avail your services.

If you want to see how you can write an effective mortgage marketing letter, refer to the sample given below.

## Sample Mortgage Marketing Letter Tips

Here are a few tips to remember when you write a mortgage marketing letter:

- Identify yourself and the name of your firm clearly
- Be specific about the purpose of the letter
- Address the potential customer by name when possible; this always has a positive effect
- Talk about the benefits they would have in availing your services
- Reassure them by providing references, credentials and so on
- Sound confident and positive without being pushy

## Sample Mortgage Marketing Letter

From,

ChetanNarain,

Narain Associates,

19/99 Nashtujrn Complex,

Nanubahi Patel Road,

Nagpur.

Date ----- (Date of letter)

To,

Mr.Jagdish Joshi,

Joshi Bhuvan,

517, Jamuna Nagar,

Nagpur.

Dear Mr. Joshi,

We are happy to inform you that Narain Associates is opening a branch right in your neighbourhood next week. We are a mortgage services firm with over 18 years experience, and four branches in the district. We provide assistance to individuals and corporations in availing finance for the purpose of purchasing property. We take care of all the details, including, finding the financial institution which offers the best interest rates and terms of payment, all the paperwork, setting up the automatic bank debits, and so on.

All we need you to do is select the property and inform us, and we will take care of the rest.

Enclosed in this letter is a list of our noteworthy clients along with their contact information, should you wish to have a reference about our services. You can also visit our website, [www.narainassociates.com](http://www.narainassociates.com) .

We are also enclosing the invitation card for the opening and hope to see you on that day.

We hope you will give us the opportunity to serve you.

Thanking you

Yours truly

ChetanNarain.

## Sample Mortgage Marketing Letter Template

From,

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Date ----- (Date of letter)

To,

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Dear Sir/Madam,

We are pleased to inform you that our firm, -----(name) is -----(opening branch/ commencing business) in the -----(city/neighbourhood).

We cordially invite you for the inauguration ceremony.

We have ---- years experience in the mortgage services field.

We will take care of all the details like ----- (mention details).

You can rest assured that you are in good hands with -----(firm name).

Enclosed is a list our prominent clients and their testimonials. You could also visit our website -----  
-----.

We hope you will give us the opportunity to serve you.

Thanking you

Yours truly

Signature and name

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