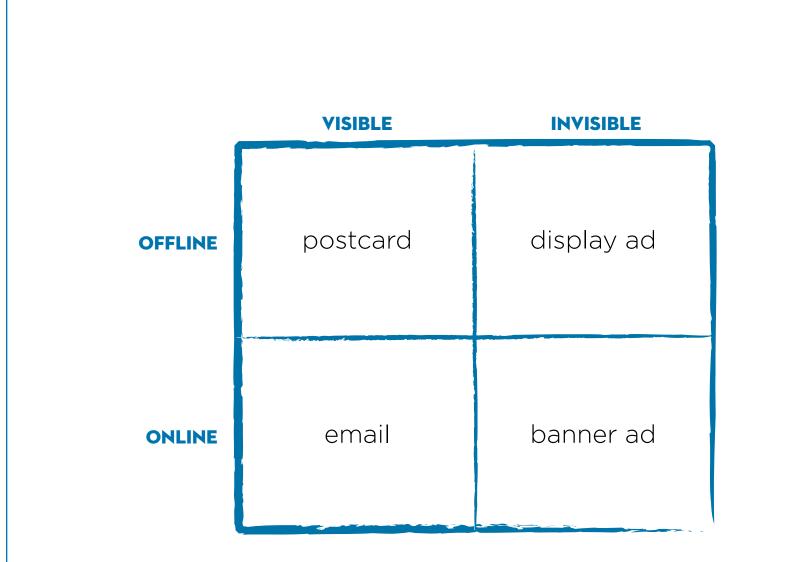
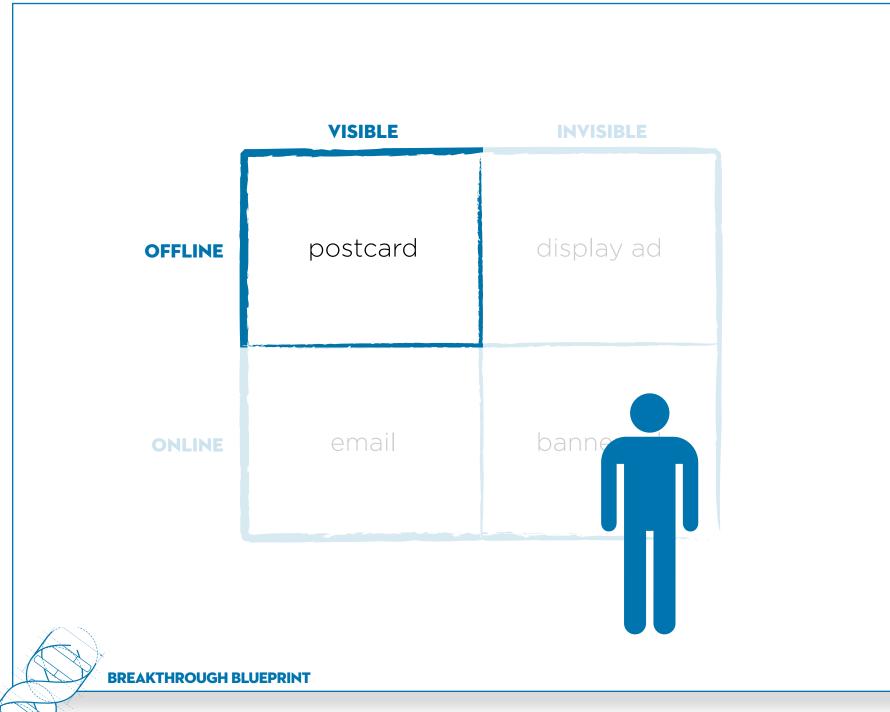
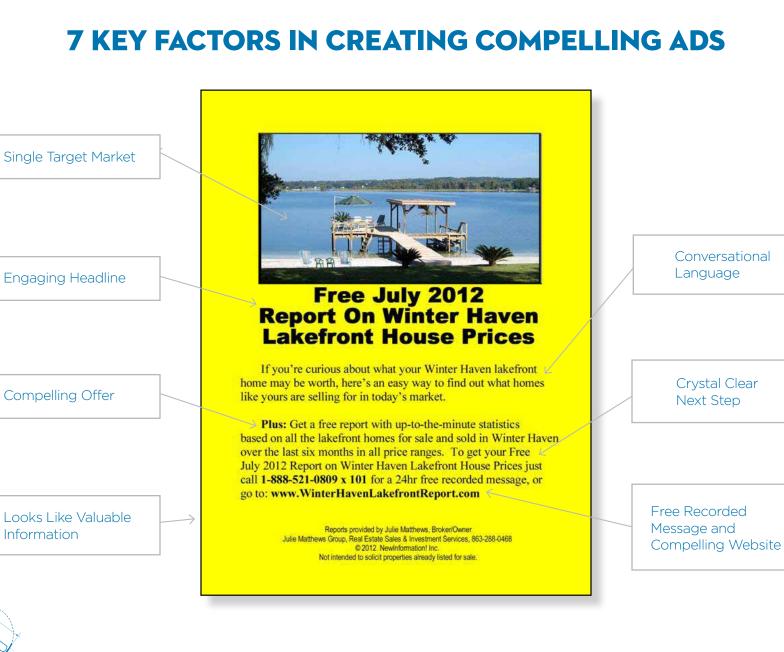
## SECTION 1. BEFORE UNIT

# PROFIT ACTIVATOR #2 USE DIRECT RESPONSE TO COMPEL YOUR PROSPECT TO CALL - PART 3









### POSTCARD

## **Find Out How Much Your House Is Worth In Today's Market...**

### Another property just sold in your neighborhood...do you know how that affects the price of YOUR house?

If you're going to sell your house in the next 6-12 months, what you do right now to prepare for the sale could make a difference of thousands of dollars.

The first thing you'll need to know is how much your house is worth compared to other homes in today's market.

#### It's easy to find out...

Now you can get a FREE Market Activity Report of homes for sale and sold in your neighborhood in the last 12 months—so you have a good idea of what homes like yours are selling for.

PLUS: Get a Free Report on which improvements and fix-ups will give you the best return on your investment as you prepare your house for sale.

To get the most current Neighborhood Market Activity Report for your area just call **123-123-1324** for a 24hr Free Recorded Message, and we'll send it out right away.



AgentName, Sales Representatives AgentCompany, Brokerage Direct: AgentPhone | Office: AgentDirect

### POSTCARD

## "We Need To Sell Our Kingsmill Townhouse This Weekend...and We're Willing To Sell It For \$5000 Below Current Market Value .... "

Georgetown (ON)- My name is Tim Alberts -- my wife and I have lived in Georgetown for 3 years now, and it's always been our dream to get a house in the country. Well, last weekend we found the house of our dreams, and we made an offer to buy it.

Here's our dilema: We had to make our offer conditional on selling our Kingsmill townhouse ... and we only have 2 weeks to get it sold.

We have a beautiful "Holly" model, with a finished walkout basement and a big deck off the kitchen where we sit and watch the sunset over the escarpment.

My wife is a bit of a perfectionist, and our townhouse is immaculate. If we had more time, we would be asking \$147,900 and it would probably sell for \$145,000. I know this because the last two "Holly" models sold for \$142,500 and \$142,000 but they didn't have finished basements or a deck. Anyway ... that's what we'd do if we had more time.

But we don't. We need to sell our house this weekend, that's why we've decided to sell it for \$139,900 so we can be sure to sell it in time to get the house we really want.

We're having an open house this Sunday at 2pm sharp, and we'll be accepting offers on Sunday night after the open house.

Our real estate agent has set up a recorded message with all the details about our house and directions on how to get here ... you just need to call on 1-800-555-5555 x 101 or if you'd like to see it after the open house you can call our real estate agent, his name is Dean Jackson and he's with Royal LePage at 905-555-5555. To be fair to everyone though, we've agreed not to show the townhouse before Sunday.



"We Need To Sell Our Kingsmill Townhous This Weekend...and We're Willing To Sell It For \$5000 Below Current Market Value .... "

Georgetown (ON)- My name is Tim a deck. Anyway...that's what we'd d Georgetown (ON)- My name is Tim Alberts - my wife and I have lived in Georgetown for 3 years now, and it's always been our dream to get a house in the country. Well, last weekend we found the houses of our dreams, and we made an Offer to buy it. Here's our dilema: We had to make our offer condition on selling our Kingsmill townhouse...and we only have 2 weeks to weit readd if we had more effer Containantia we carly have 2 weeks to we in rodd. We have a beautiful "Holly model, with deck of the kitchen where we ist and watch the same or the assemment and by the histophene with a the detains of the histophene with a state asset. If the arr lowed probably self for \$145,000 and it would probably self for \$145,000 and it would probably self for \$142,000 and it \$255,000 and it would probably self for \$142,000 and it would for \$142,000 and it would probably self for \$142,0

if we had more time. But we don't. We need to sell our house this weekend, that's why we've decided to sell it for \$139,900 so we can be sure to sell it in time to get the house we really want. We're having an open house this Sunday at 2pm sharp, and we'll be accepting offers on Sunday night after

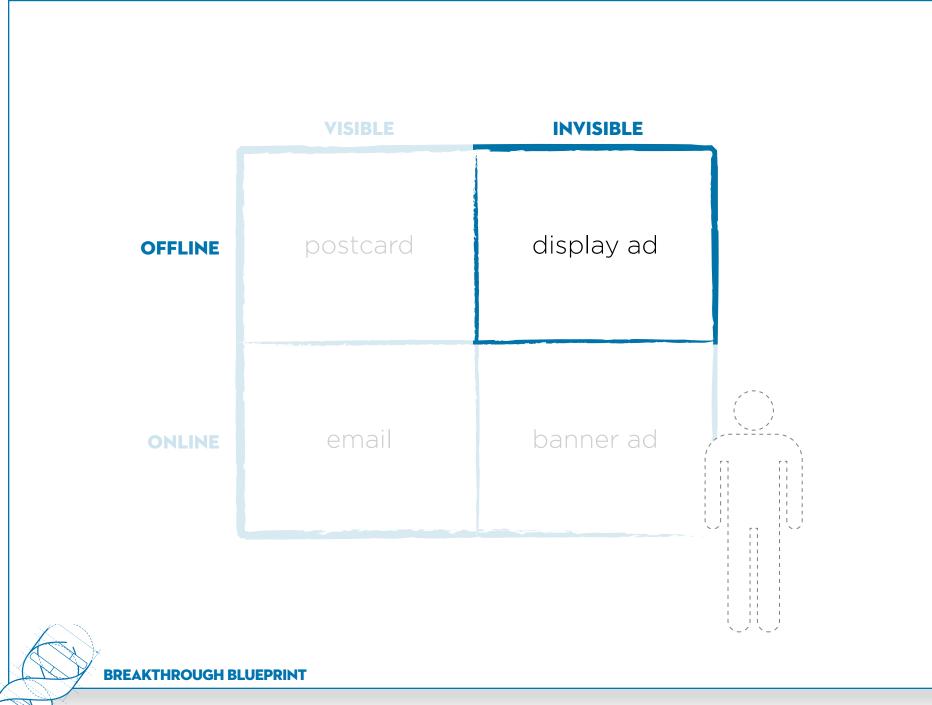
### POSTCARD



BROKER BREAKTHROUGH REPORT:

The Secret Psychology of Why People Refer Real Estate Agents... and How To Be The ONLY One They Refer

call 800-736-2837 for a 24-hour free recorded message or go to www.gettingreferrals.com



### **DISPLAY AD**

## Free Summer 2012 Guide to Winter Haven area Lakefront House Prices...

# Plus: get weekly updates of all the new lakefront listings

If you're just starting to look for a great lakefront home in Winter Haven, or East Polk County this guide will be very helpful to you.

Find out what Lakefront homes are selling for, and get updates on all the new listings as soon as they come on the market - including short sales, foreclosures and bank owned properties.

Just go to FreeLakefrontGuide.com and get your copy today...or call 1-888-521-0809 x 108 for a 24 Hour Recorded Message.



Julie Matthews, Broker/Owner Julie Matthews Group 863-288-0468

### **DISPLAY AD**

## "Can you spot the \$62,500 difference in these identical Winter Haven lakefront homes?"

Did you spot it? Here's a hint: It isn't the roofing shingles, or the special nails. It isn't the gold-plated faucets...or anything you could even see with the naked eye.

The difference between these identical Winter Haven homes is that any US citizen over 62 years old can buy this \$125,000 lakefront home with \$62,500 and no monthly payment as long as they live in the house.

For instance, the house in the picture above qualifies for this program. It's a beautiful 2 bedroom lakefront home right here in Winter Haven. It's on over half an acre, with a sandy beach, and mature oak trees.

### New Government Backed Program

It's part of a new government backed mortgage program that allows Americans over the age of 62 to buy retirement homes in Florida with 50% down and never have a mortgage payment as long as they live in the home. You can use this program to purchase virtually any single family home, condo, or even multi-family homes up to 4 units. Mobile homes are also okay as long as they were built after 1978.

There are no income or credit qualifications for this program. The only requirement is that you are at least 62 years old and have a maximum of 50% downpayment in cash. Being older than 62 means even LESS money you have to put down - to as low as 30% down.

#### Free Report with all the details

It's easy to find out more information about this Government backed mortgage program. You can get a Free Report with all the details by going to

#### www.HalfPriceRetirementHomes.com

or just call 1-888-521-0809 x 162 for a 24-Hour Free Recorded Message.



#### "Can you spot the \$62,500 difference in these identical Winter Haven lakefront homes?"

ou spot it? Here's a hint: It isn't the Yo hingles, or the special nails. It isn't the virtua ed faucets...or anything you could even multimut ab he naked eye.

multi-family longes up to 4 units. Mobile ho are also okay as long as they were built after 1978. There are no income or credit qualification

for this program. The only requirement is that you are at least 62 years old and have a maximum of 50% downpayment in cash. Bein older than 62 means even LESS money you h to put down - to as low as 30% down.

e Report with all the details It's easy to find out more information about Government backed mortgage program. Yo

It's part of a new government backed tgage program that allows Americans over age of 62 to buy retirement homes in Florida h 50% down and never have a mortgage www.HalfPriceRetirementHomes.cor just call 1-888-521-0809 x 162 for a -Hour Free Recorded Message.

#### www.HalfPriceRetirementHomes.com

thews, Broker/Owner Julie Matthews Group Real Estate Sales and Investment Services (863) 288-0468

### DISPLAY AD

# **Stop Your Divorce!**

Find out exactly what to say and do to win them back - even if your situation seems hopeless and you're the only one who wants to stop it. Your situation isn't hopeless. You just need to know what to say and do to quickly change their mind.

## 1-888-332-9157 x 142

2 minute recorded message

### **DISPLAY AD**



### "Want mouth opening savings on local restaurants?"

It's easy!

Just send an email to:

#### snip2save@gmail.com

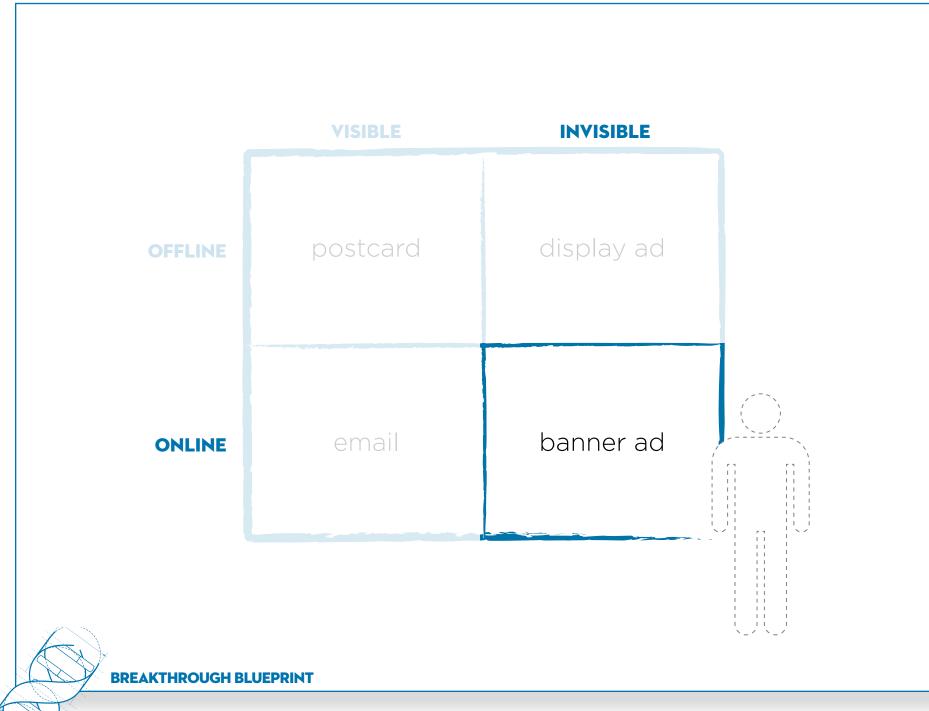
Put "VIP" in the subject line and get secret weekly VIP deals for 50% off (and more) on local restaurants...PLUS exciting "one-day-only" super-deals.

# 

## \$225,000 - \$525,000 Homes And Condos

Free Recorded Message 1-866-736-8185 ext 33

1-966-736-818 et al. arroyebwnZeroDown.com Free Recorded Message 1-966-736-8186 et al. BeorgetownZeroDown.com Free Recorded Message 1-966-736-8186 et al. BeorgetownZeroDown.com Free Recorded Message 1-966-736-8186 message 1-966-736-8185 et al. BeorgetownZeroDown.com Free Recorded Message 1-966-736-8185 et al. BeorgetownZeroDown.com BeorgetownZeroDown.com Free Recorded Message 1-966-736-8185 et al. BeorgetownZeroDown.com Beorgetown.com Beorgetow



### **BANNER AD**

### What could happen to the stock market if Republicans take back the White House?

If you have a \$500,000 portfolio, you should download the latest report by *Forbes* columnist Ken Fisher's firm. It tells you what we think may happen in the 2012 elections and why. This must-read report includes research and analysis you can use in your portfolio right now. Don't miss it! Click Here to Download Your Report! FISHER INVESTMENTS\*

### **BANNER AD**

# What could happen to the stock market if Obama is re-elected?

If you have a \$500,000 portfolio, you should download the latest report by *Forbes* columnist Ken Fisher's firm. It tells you what we think may happen in the 2012 elections and why. This must-read report includes research and analysis you can use in your portfolio right now. Don't miss it!

Click Here to Download Your Report!

### **BANNER ADS**

# **Stop Your Divorce!**

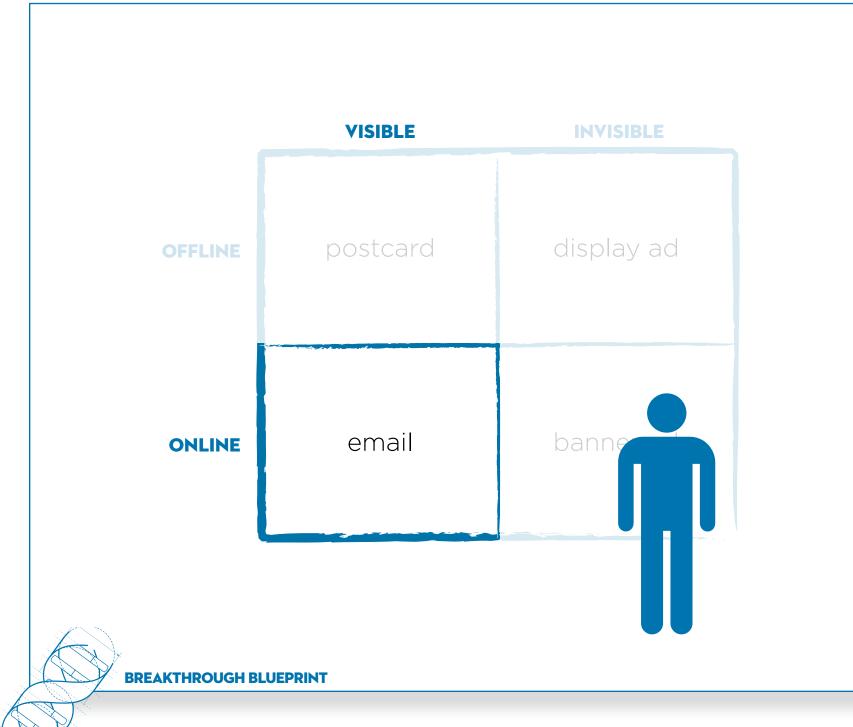
Find out exactly what to say and do to win them back - even if your situation seems hopeless and you're the only one who wants to stop it. Your situation isn't hopeless. You just need to know what to say and do to quickly change their mind.

click here for details

## Free Listing Postcard! thelistingnextdoor.com



Sneaky postcard turns any sold listing into YOUR next listing. (Even if it wasn't your sale)



### **EMAIL**

To: Michael Boid <mboid@mailboxed.com> Subject: 22 Greystone Crescent

Hi Mike,

I put together some marketing ideas for 22 Greystone:

22 Greystone Crescent

Take a look and let me know what you think...

Ramona

### EMAIL

To: Michael Boid <mboid@mailboxed.com> Subject: Dallas Real Estate Marketing Workshop

Hi Mike,

Dean Jackson is coming to Dallas next month to do some Real Estate Marketing Workshops.

Can you make it to any of these?

Dallas Workshop Dates

Let me know...

Rick

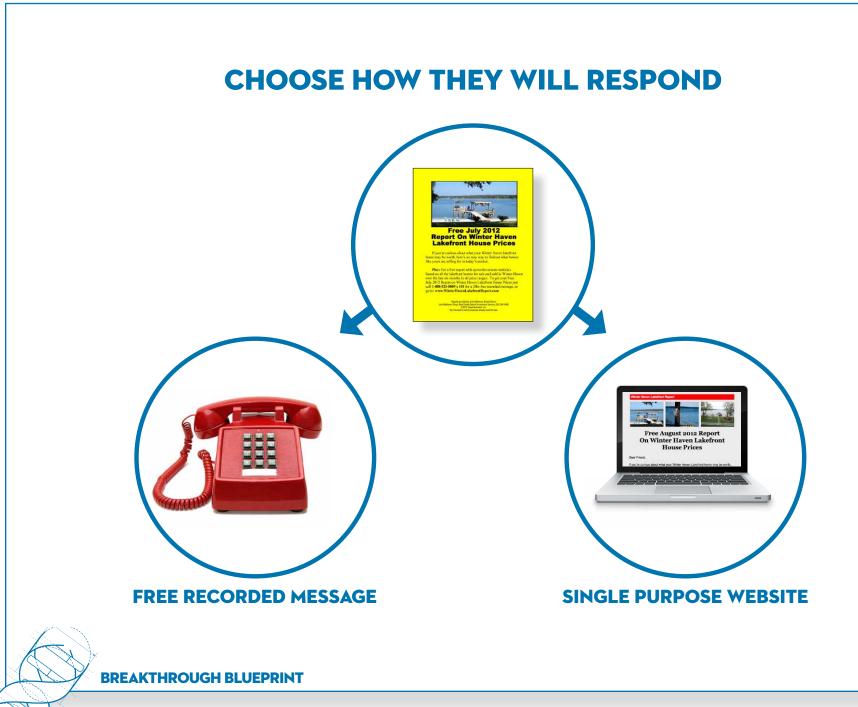
### **EMAIL**

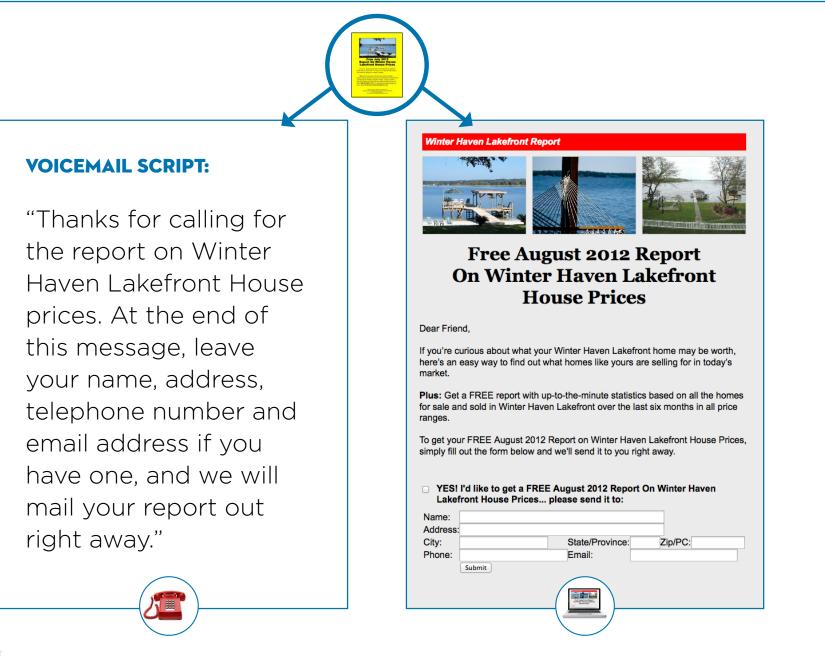
To: Michael Boid <mboid@mailboxed.com> Subject: Harry's Old Place

Hi,

Do you do Birthday parties?

Jim







- Target Market
- Offer
- Headline
- Explanation
- Response
- Website



Target Market:		
Offer:		
Headline:		

Explanatio	n:	
Response:	Just call FREE RECORDED MESSAGE, or go to	
Vebsite:	WWW	com



WORK OUT YOUR SINGLE PURPOSE WEBSITE COP	γ

	Headline:
	Body Copy:
The particular statement The part is a Regard The part is a Rega	
	Response: Name: Email:

# Now we are ready for **Profit Activator #3: Educate and Motivate Your Prospects**