

[Company]
[Company Address]
[Company Phone]

[Customer]
[Customer Address]
[Customer State, Zip]

Dear Mr./Mrs. [Customer Last Name],

Congratulations on the completion of your real estate transaction dated [loan date]. I hope that you found our level of expertise and commitment to service second to none. As part of the extended [Company] family, we would be happy to serve any future needs that you may have. From home improvement loans to debt consolidation, [Company] can take care your family needs.

In the event this letter finds you happy, healthy, and debt free, I congratulate you! I invite you to give this letter to someone you know [Company] could help. As a homeowner, I'm sure you receive several letters each week asking you to refinance your home or lower your monthly payment. Choosing a lender that can meet your needs can be a confusing process. A trusted referral can put an end to questions, such as; "Is the company reputable?" "Does this company care about customer service?" And, "Am I getting the best loan possible?"

[Company] does not rely exclusively on direct mail solicitation for business. Instead, we would rather treat our customers with the highest level of service and hope they come back to us or refer our service to someone else that needs help through the real estate loan process. [Company] does not discriminate or judge people based on previous credit. All we ask is that your referral is a homeowner or looking to purchase a home within the next 90 days. We'll take over from there!

Please call me directly at [Phone] and we can get the process started. Thank you again for your business and for thinking enough of us to pass this information to someone else who could find it useful.

Sincerely,

[Primary Contact]
[Company]

