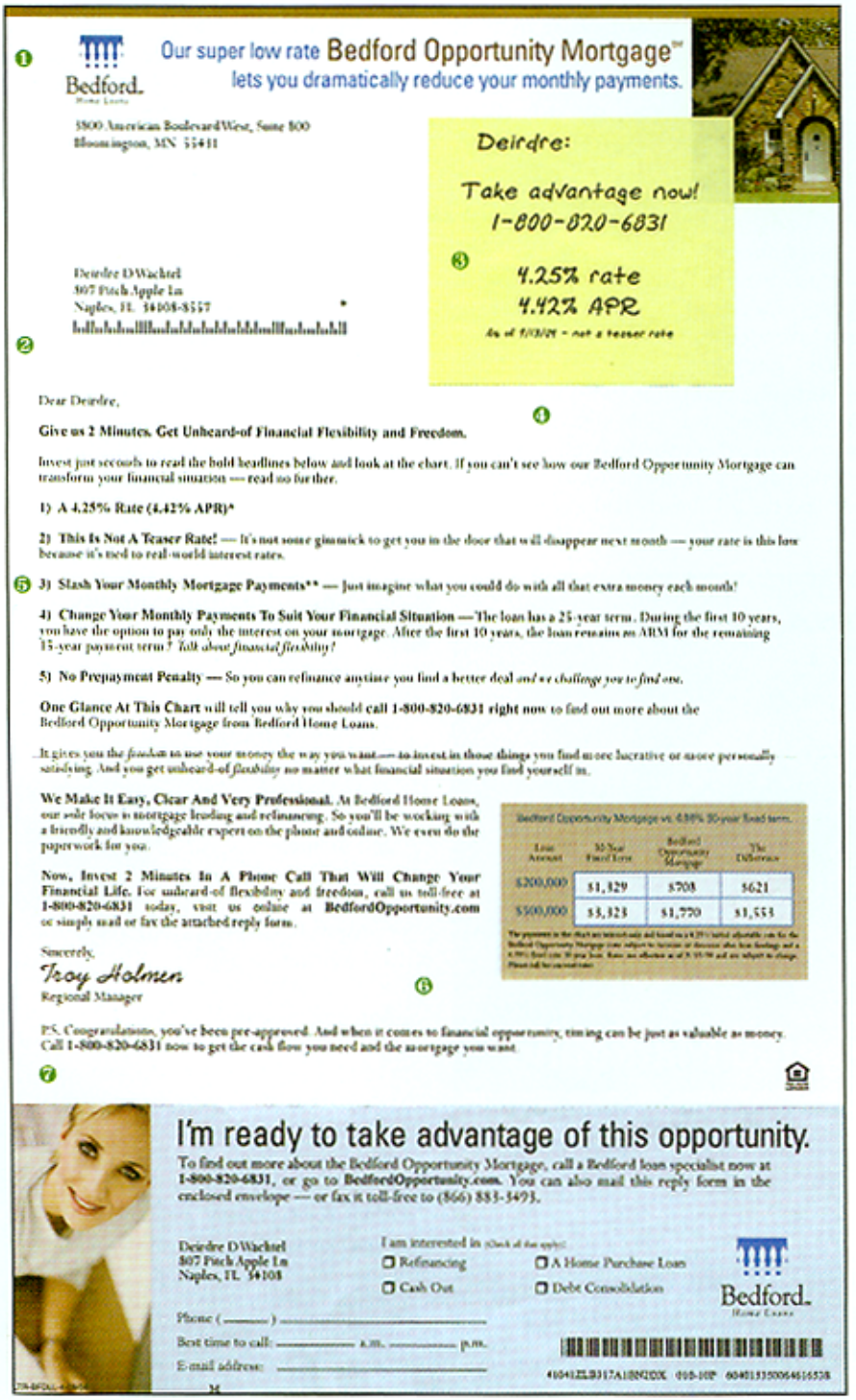
Letter Doctor

by George Wachtel

A Mortgage Finance Offer



Bedford.

Our super low rate Bedford Opportunity Mortgage℠ lets you dramatically reduce your monthly payments.

5800 American Boulevard West, Suite 800
Bloomington, MN 55431

Deirdre:

Take advantage now!
1-800-820-6831

4.25% rate
4.42% APR
As of 7/15/05 - not a teaser rate

Deirdre D Wachtel
807 Pitch Apple Ln
Naples, FL 34108-8557

Dear Deirdre,

Give us 2 Minutes. Get Unheard-of Financial Flexibility and Freedom.

Invest just seconds to read the bold headlines below and look at the chart. If you can't see how our Bedford Opportunity Mortgage can transform your financial situation — read no further.

1) **A 4.25% Rate (4.42% APR)***

2) **This Is Not A Teaser Rate!** — It's not some gimmick to get you in the door that will disappear next month — your rate is this low because it's tied to real-world interest rates.

3) **Slash Your Monthly Mortgage Payments**** — Just imagine what you could do with all that extra money each month!

4) **Change Your Monthly Payments To Suit Your Financial Situation** — The loan has a 25-year term. During the first 10 years, you have the option to pay only the interest on your mortgage. After the first 10 years, the loan remains an ARM for the remaining 15-year payment term.† *Talk about financial flexibility!*

5) **No Prepayment Penalty** — So you can refinance anytime you find a better deal *and we challenge you to find one.*

One Glance At This Chart will tell you why you should **call 1-800-820-6831 right now** to find out more about the Bedford Opportunity Mortgage from Bedford Home Loans.

It gives you the *freedom* to use your money the way you want — to invest in those things you find more lucrative or more personally satisfying. And you get unheard-of *flexibility* no matter what financial situation you find yourself in.

We Make It Easy, Clear And Very Professional. At Bedford Home Loans, our sole focus is mortgage lending and refinancing. So you'll be working with a friendly and knowledgeable expert on the phone and online. We even do the paperwork for you.

Now, Invest 2 Minutes In A Phone Call That Will Change Your Financial Life. For unheard-of flexibility and freedom, call us toll-free at **1-800-820-6831** today, visit us online at **BedfordOpportunity.com** or simply mail or fax the attached reply form.

Sincerely,
Troy Holmen
Regional Manager

Bedford Opportunity Mortgage vs. 6.00% 30-year fixed term.

Loan Amount	30-Year Fixed Term	Bedford Opportunity Mortgage	The Difference
$200,000	$1,329	$708	$621
$300,000	$1,323	$1,770	$1,553

P.S. Congratulations, you've been pre-approved. And when it comes to financial opportunity, timing can be just as valuable as money. Call **1-800-820-6831** now to get the cash flow you need and the mortgage you want.

I'm ready to take advantage of this opportunity.

To find out more about the Bedford Opportunity Mortgage, call a Bedford loan specialist now at **1-800-820-6831**, or go to **BedfordOpportunity.com**. You can also mail this reply form in the enclosed envelope — or fax it toll-free to (866) 883-3493.

Deirdre D Wachtel
807 Pitch Apple Ln
Naples, FL 34108

I am interested in (check all that apply):

- ☐ Refinancing
- ☐ A Home Purchase Loan
- ☐ Cash Out
- ☐ Debt Consolidation

Bedford.

Phone ( ) _____
Best time to call: _____ a.m. _____ p.m.
E-mail address: _____

This piece from Bedford Home Loans, selling mortgage refinance, illustrates some key "do's" and "don'ts" about financial direct mail efforts. Here are my comments about the letter:

❶ **Letter setup:** The overall "look" of this letter is attractive. It uses four-color artwork to gain attention and is written in one page with just enough text to complete the sales message.

❷ **Salutation:** There are always choices on how to deal with a prospect or existing customer name in the salutation. Here, they choose not to add a prefix for a "Ms. Wachtel" but opt for a first-name salutation. This is a style choice, which works.

❸ **Attention getter:** The real yellow "sticky" affixed to the top of the page will grab the reader's attention, especially using the prospect's first name! They could have made it more effective by using the text of the top headline ("dramatically reduce your monthly payments") instead of prematurely introducing their 800 number.

❹ **Copy theme:** The letter opens with a quick promise to the reader; and then is echoed in the call to action, telling the reader the process is "fast and easy."

❺ **Parallel construction:** The five bullet points use a mix of sentence structures; but would be better served starting all with action verbs (like in their points 3 and 4).

❻ **Call to action:** Bedford does a good job of providing information with savings illustration; and allowing interested prospects the options of an 800 number, website or mail-back reply coupon (with a postage-paid reply envelope).

❼ **P.S.:** This is an important part of the letter. It introduces an added benefit of pre-approval (which really isn't needed until the reader is convinced he is interested) and adds a sense of urgency.

Have a proposed direct-mail letter that you would like the Letter Doctor to evaluate in the magazine? Send to George Wachtel, c/o *ABA Bank Marketing* magazine, 1120 Connecticut Ave., N.W., Washington, D.C. 20036. E-mail: wallbo@aba.com

George Wachtel is chairman of WordCom Inc., Ellington, Conn., a target marketing company specializing in the financial industry.