



## **Your House**

### **Your Castle or Your Prison?**

Dear, (first name)

You were so proud when you bought this house for your family in South Florida. Finally a piece of the American Dream. It was your castle. You had good times there. You became part of the neighborhood. You were happy.

Then the Great (what was so great about it?) Recession of 2008 hit. Your house value dropped like a rock, especially in south Florida, just like mine did. Maybe you were even upside down. Then the adjustable rate mortgage payments ratcheted up and things started to get tight moneywise. You started to let your credit cards run instead of paying them off each month.

And wouldn't you know it, house maintenance costs kept on coming. Broken washing machine, air conditioner that wasn't cooling any more and on and on.

The unpaid bills started to pile up and you don't want to answer the phone because it was probably a bill collector.

Then the economy slowed and the jobs started to dry up or were low paying. Things got even tighter moneywise. You were starting to get desperate. And you were not alone. What could you do?

There are jobs that you could do in other parts of the country but that would mean you would have to move. But you can't move. You have this house you can't

sell. It has become your prison. It's tying you down and strangling you financially.

Through no fault of your own, your family's world is collapsing and you can see it in their faces. You feel that you'd failed them. You are starting to look around for a way out. Now some good news. There is a way out.

That's where I come in. I can help you get your life back and get you a fresh start either in Florida or somewhere there are jobs still available that you can do. You may ask, "How can you help me and why would you help me?" Good questions.

I buy houses across South Florida for wealthy investors. They pay me to find good investments for them that they don't have time to find themselves.

How does that help you? I pay CASH for your house.

- All CASH transaction with a quick close – you get your money fast
- Absolutely NO FEES OR CLOSING COSTS charged to you at closing or at any point before, during or after the transaction. Period.
- Friendly service and responsiveness throughout the transaction
- A hearty handshake and . . . when the deal is done, a whole lot of CASH!

Why would I help you? Well, as I explained, I'm helping myself as well, so we both make out. It's win-win. I succeed only if you do. Plus I'm a nice guy. That's me at the top of the letter. And it makes me feel good when I can help someone who's down through no fault of their own and help them get back in the game.

CALL (or text) NOW – You'll be Glad You Did:  
**555-555-5555**

Just imagine the relief you'll feel if you could just sell your house. Don't wait. Call now and let's get started. The sooner we can talk, the closer you'll be to selling your house.

Sincerely,

(signature)

XXX YYYYYYYYYY

**P.S. Sell me your house and get back in the game. Many others have.**