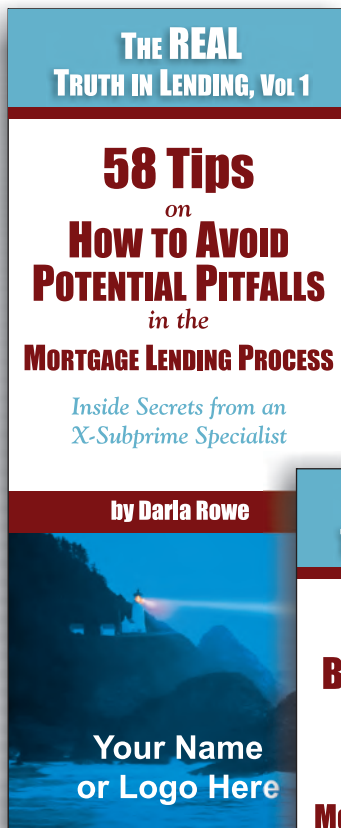


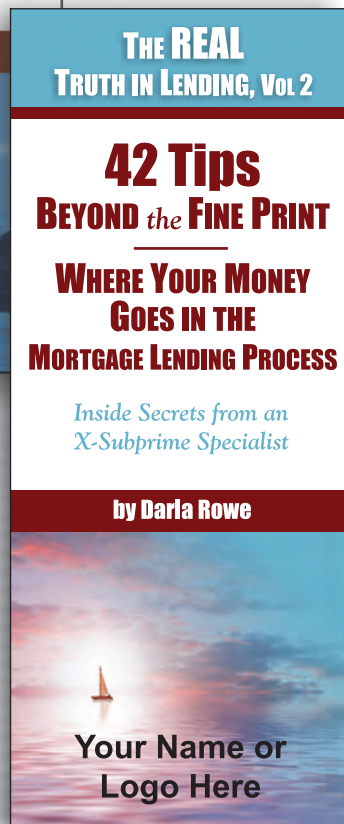
The REAL Truth in Lending

Promote yourself as an ethical professional and add real value to your relationship with your prospects and customers!



Help your clients avoid the fraud of the recent mortgage meltdown and teach them how to navigate the new realities of real estate financing.

The booklet series *The REAL Truth In Lending, Volumes 1 and 2, Inside Secrets from an ex-Subprime Specialist* offer a total of 100 tips for navigating the mortgage lending process. These booklets are now available to you for distribution.



They can even be customized with your name or logo!

Business cards and flyers get thrown away, but these booklets will be valued and kept—along with your name!

Also available in CD and MP3 formats.

10 Tips to Promote YOUR Business With This Booklet!

- 1) Use it as a “thank you” for a sales appointment.
- 2) Mail it to your prospect list to stay in touch with them.
- 3) Give it as an incentive for completing a questionnaire or survey.
- 4) Offer it as a free e-booklet directing potential clients to your website.
- 5) Send it to your clients at year's end in appreciation for their business.
- 6) Use it as a trade show handout.
- 7) Include it as a “thank you” gift in your mailings.
- 8) Package it as a value-added leave-behind bonus in your presentations.
- 9) Advertise it as an incentive to enter a drawing.
- 10) Provide it to people and groups who can refer business to you.



Contact us about quantity and customized purchases of this booklet. Also offering residential mortgage lending, speaking engagements and more in-depth related publications.

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