

INTRODUCTION LETTER

(Print on company letterhead)

(Insert date)

<Company>
<First Name><Last Name>
<Address>
<City>, <State> <ZIP>

Dear <First Name>:

HAVE YOU EVER WISHED THAT THERE WERE A WAY TO PROVIDE YOUR EMPLOYEES WITH MEANINGFUL EMPLOYEE BENEFITS – WITHOUT COSTING YOU A DIME?

With the cost of employee benefits constantly rising, I personally know that it's difficult to continue to provide increased benefits and still hold down the costs to the company.

GRANTED, THAT SOUNDS TOO GOOD TO BE TRUE...but there may be a way that we could do just that for you...

(Insert your company name) is a locally owned mortgage broker. We are pleased to say that we work with banks and mortgage companies throughout the country and are able to offer both the standard mortgage programs and some unique programs that are not usually offered by the local banks and savings and loan companies.

WHY WOULD YOU CARE ABOUT THIS? We've developed an exclusive employee benefits program that would save your employees hundreds if not thousands of dollars, when financing their homes. The program contains services and discounts not widely available to the general public to which your employees can have access based upon the group purchasing power.

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I don't know whether or not our program would be of interest to you. All I can tell you is what we've done for others and then you can decide.

Therefore, I'll be calling you on **(Insert date and time)** to further discuss this program and arrange a convenient 15-minute meeting so I can learn a little more about your company and introduce you to the services we offer.

I would like the opportunity to meet with you if expanding your employee benefits at **NO FINANCIAL COST** would be of interest to you. **If I cannot help you, I promise not to bother you again!**

Regards,

(Insert your name)

P.S. I look forward to speaking with you on **(Insert date and time)**.