

SUBJECT LINE:

**What market are you missing?**

EMAIL BODY:

HEADER GRAPHIC WITH EQUITY HAPPENS LOGO

Note: this email and related audio and video access links and codes are intended for mortgage professionals and not the general public. If you are not a mortgage professional, please accept our apologies and disregard this message. To be removed from future communications, simply reply to this message with “remove” in the subject line.

Hello,

Your time is valuable, so we’re going to make this short and to-the-point.

**If you’re a working mortgage professional, then real estate investors represent your biggest single source of potential income moving forward.**

Unlike your typical residential mortgage customer, real estate investors:

- take out 3-5 loans every year
- buy and borrow regardless of the interest rate environment
- view slow markets as buying opportunities
- have massively larger spheres of influence, leading to more and better referrals

So, how do you find these real estate investors? You could count on lucky encounters and chance meetings. Or – and this is the point of this email – you can take control of your future and learn how to *make* them.

**Learning how to create your own pool of active real estate investors is what the Equity Happens Professional Certification Training is all about.**

Imagine what even 10 or 15 clients doing 3-5 loans a year with you would mean to your bottom line. Imagine doubling – or even tripling – that in a year or two.

Then, stop imagining and start taking positive steps toward raising your mortgage business to the next level.

The next five-day certification course is August 2-7 in Lake Las Vegas. That’s right around the corner! If you miss that one, we have another

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certification course October 11-16 in Silicon Valley – write it down in your calendar.

But, really, you don't want to wait that long to get things rolling. Just three weeks from today, you can begin “The Seven Stages Of Investor Development” (just one of the practical, proven techniques you'll learn) ... *if you sign up now.*

Go to <LINK>Equity Happens Institute to learn more about this training and – if you think this course will help you grow as a mortgage professional – to register for the training August 2-7 in Lake Las Vegas.

Or, to hear more, listen in on a recorded conference call with professional real estate investor Robert Helms and financial strategist Russell Gray – hosts of nationally broadcast radio and television programs *The Real Estate Guys* and the developers of the Equity Happens Institute. Just call (614) 715-3487 and use access code <CODE>#.

Finally, if you're really skeptical, we have a 45-minute video just for you. Watch it online, any time – it'll give you a little taste of all the skills you'll acquire in the Equity Happens Professional Certification Training. Just get a pen and notepad ready, and click on <LINK>.

Questions? Concerns? Call me, Jim Thylin, at 1 (866) 900-4232. If I'm away from my desk, leave a message and I'll get right back to you with answers.

To your success!

<SIGNATURE GIF>

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*P.S. Remember, the five-day Equity Happens Professional Certification Training starts Thursday, August 2 in Lake Las Vegas. So there isn't much time left – reserve your space today, and get your mortgage business prepared for tomorrow!*

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