

Sample Letter 1

Date

Joe Sample  
2 Easy Street  
Empire, Ontario  
E2E 4E4

Dear Name:

***Do you want to accumulate wealth faster?***

Many people borrow money to buy cars, boats and household appliances, items that depreciate in value, but have you considered borrowing money to invest in something that could grow in value, such as your investment plan?

Leveraging, or borrowing to invest, can help you accumulate wealth faster and diversify and expand your investment portfolio. It also provides an attractive tax benefit since the interest on the loan is generally tax deductible.

In the next few days, I will give you a call to set up an appointment so we can discuss how a leveraging strategy could work for you. Or give me a call at \_\_\_\_\_. I look forward to talking with you about the finer details of this important wealth accumulation strategy.

Sincerely,

Your Signature

*P.S. The enclosed mailer outlines some of the benefits and features of Empire Financial Group's Leveraged Loan Program. We can discuss these features further when we meet.*

Sample 2

Date

Joe Sample  
2 Easy Street  
Empire, Ontario  
E2E 4E4

Dear Name:

***Information on an important wealth accumulation strategy***

I am writing to my most valued clients to let them know about an important wealth accumulation strategy.

As a business professional, you have become successful by identifying opportunities, evaluating the benefits and risks involved, and taking action. I would like to talk to you about an investment strategy that provides a unique opportunity to diversify and expand your investment portfolio and earn potentially higher returns on your investments.

***Leveraging***, or borrowing to invest, is a proven strategy for magnifying investment returns over time. Leveraging also provides an attractive tax benefit since the interest on the loan is generally tax deductible.

In the next few days, I will give you a call to set up a meeting to explore how a leveraging strategy might work for you. Or give me a call at \_\_\_\_\_. I look forward to discussing with you the finer details of this important wealth accumulation strategy.

Sincerely,

Your Signature

*P.S. The enclosed mailer outlines some of the benefits and features of Empire Financial Group's Leveraged Loan Program. We can discuss these features further when we meet.*