

Client:
Transamerica HomeFirst

Media:
Sales letter

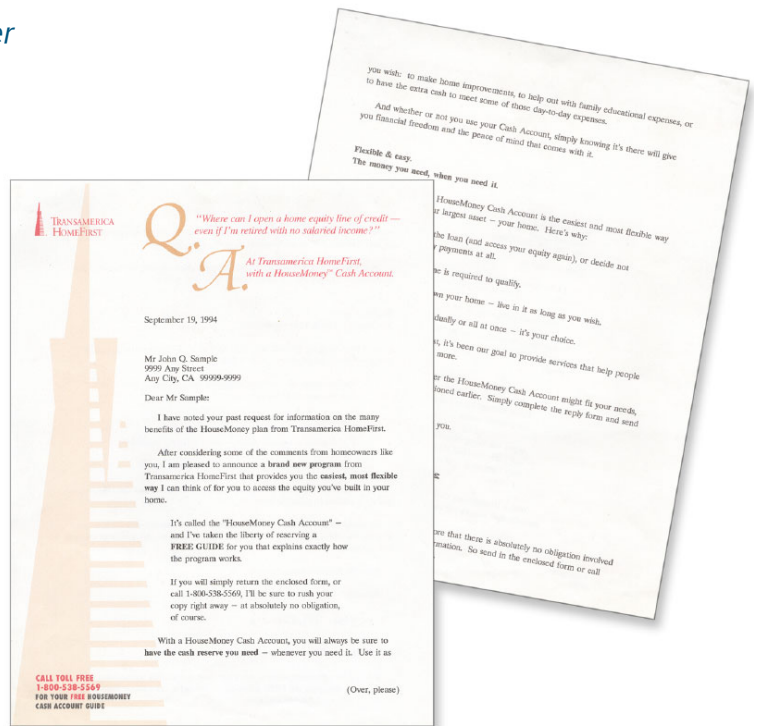
Objective:
Sell reverse mortgage product to qualified prospects.

Transamerica sells a reverse mortgage product that helps homeowners tap into the equity they've built in their homes.

The major benefits of a reverse mortgage is that no income is required to qualify, which makes it an excellent choice for senior citizens.

This letter was sent to people who had previously requested information on reverse mortgages. It offers a free guide to reverse mortgages.

COPY



Q: “Where can I open a home equity line of credit – even if I’m retired with no salaried income”

A: At Transamerica HomeFirst, with a HouseMoney Cash Account.

Dear Mr. (Name):

I’ve noted your past request for information on the many benefits of the HouseMoney plan from Transamerica HomeFirst.

After considering some of the comments from homeowners like you, I am pleased to announce a **brand new program** from Transamerica HomeFirst that provides you the **easiest, most flexible way** I can think of for you to access the equity you’ve built in your home.

It’s called the “HouseMoney Cash Account” – and I’ve taken the liberty of reserving a **FREE GUIDE** for you that explains exactly how the program works.

If you will simply return the enclosed form, or call 1-000-000-0000, I’ll be sure to rush your copy right away – at absolutely no obligation, of course.

Client:
Transamerica HomeFirst

Media:
Sales letter

With a HouseMoney Cash Account, you will always be sure to have the cash reserve you need – whenever you need it. Use it as you wish: to make home improvements, to help out with family educational expenses, or to have the extra cash to meet some of those day-to-day expenses.

And whether or not you use your Cash Account, simply knowing it's there will give you financial freedom and the peace of mind that comes with it.

Flexible & easy.
The money you need, when you need it.

As I mentioned, the HouseMoney Cash Account is the easiest and most flexible way to take advantage of your largest asset – your home. Here's why:

- You can repay the loan (and access your equity again), or decide not to make monthly payments at all.
- No salaried income is required to qualify.
- You continue to own your home – live in it as long as you wish.
- Use your equity gradually or all at once – it's your choice.

At Transamerica HomeFirst, it's been our goal to provide services that help people feel more secure and enjoy life more.

Of course, to find out whether the HouseMoney Cash Account might fit your needs, send for the FREE guide I mentioned earlier. Simply complete the reply form and send it to me today.

I look forward to hearing from you.

Sincerely,

Peter Mazonas
President and CEO

P.S. I want to assure you once more that there is absolutely no obligation involved in requesting this FREE information. So send in the enclosed form or call toll-free 1-000-000-0000 today.