



5555 W. Plam Spring
Anywhere, CA 55555
www.yoursite.com
1-800-555-5555

JOHN WILLIAMS
2313 RIDGEWAY CT.
SMALLTOWN, MI 49444

Dear JOHN,

If you are currently in the market for a Pre-Owned vehicle I have great news for you. Recent information I have obtained, identifies you as a Blue Chip Customer and may be already PRE-QUALIFIED TO BUY a vehicle from [DEALER NAME], where you will find one of the areas finest selections of Pre-Owned vehicles. We offer all makes and models of domestic or import Pre-Owned vehicles.

Browse our inventory at [WEBSITE ADDRESS].

If previous financing was not available to you or the terms others offered did not fit your needs, then give me a call today at [555-555-5555]. Even better, prior to stopping in or calling me, you can obtain your pre-qualified amount by calling 1-888-296-639 24-hours a day 7 days a week or going online to: WWW.MYPERSONALAPPROVAL.COM and entering your PIN NUMBER [PIN].

Hurry this offer is valid for 1 week only.

Thanks, I look forward to hearing from you soon.

Sincerely,

[YOUR NAME]

[YOUR TITLE]

Direct: [555-555-5555]

You can choose to stop receiving prescreened offers of credit from this and other companies by calling toll free 1-888-567-8688. See Prescreen 7 opt out below for more information about prescreened offers.

**TERMS & CONDITIONS OF OFFER: You must be at least 18 years of age to be eligible for this offer. You must continue to meet the criteria used to select you for this offer and our credit worthiness criteria. Your vehicle monthly payment not to exceed 20% of your gross verifiable monthly income; your combined monthly debts and other credit obligations not to exceed 50% of your gross verifiable monthly income; that your down payment meets our equity requirements; and that you furnish the required collateral. This offer is void where prohibited by law. This offer is nontransferable. This offer expires 30 days from the date of the letter shown on the front.