

TOO MUCH CRIME

Letter

[Date]
[Name]
[Company]
[Address]
[City, State, Zip]

Dear **[Name]**,

TOO MUCH CRIME...TOO LITTLE PROTECTION!

Our law enforcement agencies here in **[City]** are as good as they come. Second-to-none. But with everything else they have to deal with these days, they can't always be right there when we need them. Consequently, it's up to us take the necessary steps to protect our homes and loved ones.

And that's where **[Your Company]** would like to help!

If you've ever thought about the safety, security, and peace-of-mind a home security system would give you and your family, we encourage you to talk with us today. For a limited time, **[Your Company]** is making a very special offer. With the installation of a **[System Name]** security system by **[Date]**, **[Your Company]** will give you:

- **[Your Financing Offer]**
- Deferred payments for **[Number of Months]**
- FREE system monitoring for **[Number of Months]**

Just give us a call at **[Phone Number]** and we will be happy to send you more information or schedule a time to give you a personal, no-cost, security survey for your home.

Sincerely,

Security Consultant