



1101 S. Linwood Ave.  
Santa Ana, CA 92705

③ Separate Along This Edge

PRSR  
U.S. POSTAGE  
**PAID**  
BR Direct  
Marketing

**IMPORTANT INFORMATION ENCLOSED  
PLEASE OPEN IMMEDIATELY**

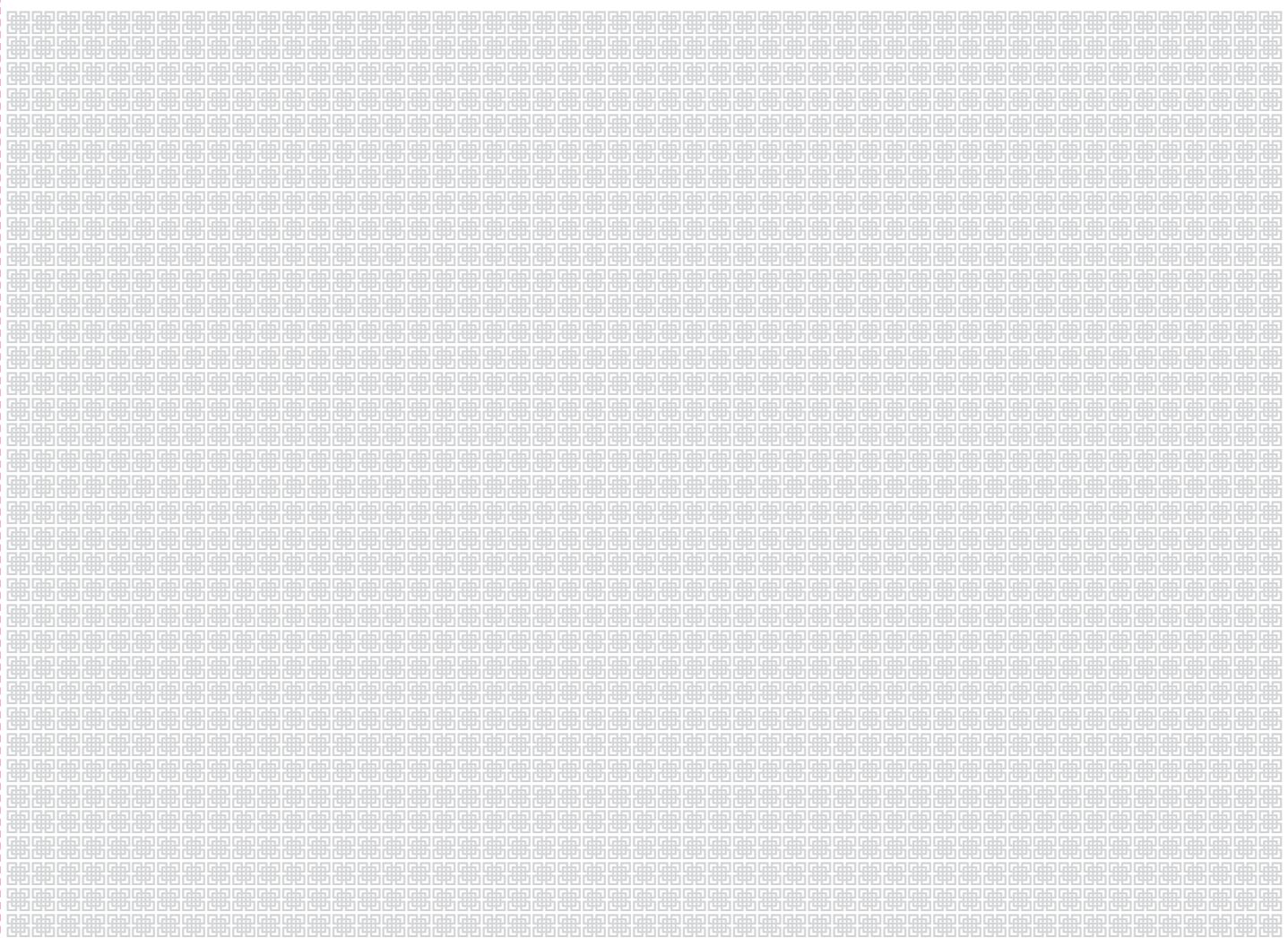
**Second Notice**

Mr. John Q Sample  
1234 Any Street  
Anytown, USA 99999-9999



① Please Tear Along Perforation

② Please Tear Along Perforation



# IF YOU OPENED THIS SNAP MAILER, YOUR PROSPECTIVE BORROWERS WILL, TOO!

<b>BR Direct Customer:</b>	Mr. John Q. Sample
<b>Property Address:</b>	1234 Any Street
<b>Reservation Number:</b>	M99999999-99999
<b>Important notice:</b>	Aliquam a lectus sit amet nibh.
<b>Call BR Direct now to increase your response: 714-542-9500</b>	

## THE CHALLENGE >>

Make your direct mail loan offer stand out in the crowded refi market *and* your prospect's crowded mailbox.

You've got loan products that thousands of homeowners will want to know about. So how do you set your offer apart from your competitors' and create a direct mail piece prospective borrowers will actually read?

## THE SOLUTION >>

Snap Mailers like this one.

Virtually impossible to throw away without opening, eye-catching Snap Mailers instantly grab your prospects' attention. With their bold outer message and official looking, perforated and glue-sealed format, Snap Mailers will go straight to your target audience - instead of straight to the recycling bin.

## THE SOURCE >>

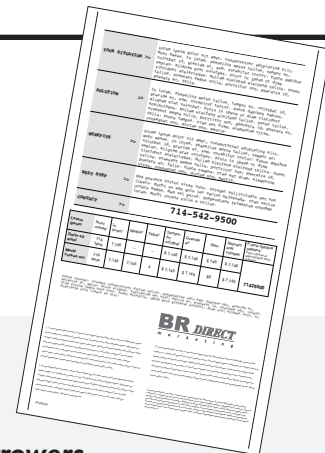
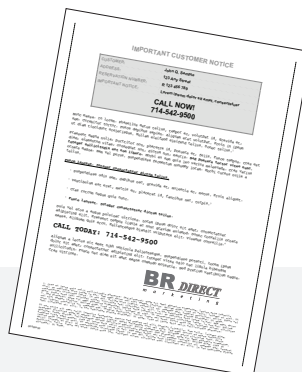
BR Direct Marketing.

BR Direct has the experience, service and specialized, state-of-the-art equipment to produce and handle a wide range of direct mail formats including highly effective Snap Mailers like the one you're holding.

For over 10 years, BR Direct has worked extensively with mortgage lenders and other financial services clients to print and mail millions of effective marketing pieces.

Find out why some of the nation's largest lenders have made BR Direct their choice for direct mail.

## SAMPLE FORMATS >>



Getting your message in front of prospective borrowers is a snap with Snap Mailers from BR Direct!

**CALL BR DIRECT AT 714-542-9500**

Ask for Snap-Pac Promotion.