

Direct Mail Client Newsletter

Personalized Client Retention & Referral-Generating Newsletter



Realty in Review
Compliments of Rachel Gordon

Interested in a Better Interest Rate?

Getting the best mortgage interest rate starts with making sure you understand all the factors lenders review when considering a loan application. First, you'll want to check your credit score; in general, borrowers with higher credit scores qualify for lower interest rates. In addition, before applying for even more money, you'll want to calculate how much debt you're currently carrying. When determining the maximum amount they will loan you, lenders add your debts and expenses into debt load assessments to determine your existing total debt load (mortgage principal + interest + taxes + heat + other debt obligations) versus your gross income. Your lender will present options based on fixed interest rates, variable interest rates, or a mix of the two, and will also explain how different mortgage terms can affect mortgage rates. For example, shorter-term mortgages typically have a lower mortgage rate, while longer-term mortgages have a higher rate. Of course, an ample down payment is a basic requirement. In general, a larger down payment allows you to qualify for a lower interest rate, and therefore a lower overall cost to borrow. Once you're primed on your financial status and comfortable with the loan lingo, you'll be able to have confident conversations with your mortgage broker or lender, ask relevant questions, and understand all your options. **Already have a good grasp on your mortgage threshold? Let's focus on finding your perfect new home, right on budget!**

Renowned author Leo Tolstoy famously said, "Spring is the time of plans and projects." Could he have had home renovations in mind? As seasonal temperatures rise, so typically does interest in the housing market. Let's ensure you're fully prepared as to what to expect this year by getting together to review local real estate trends. Please call to request your latest market update!

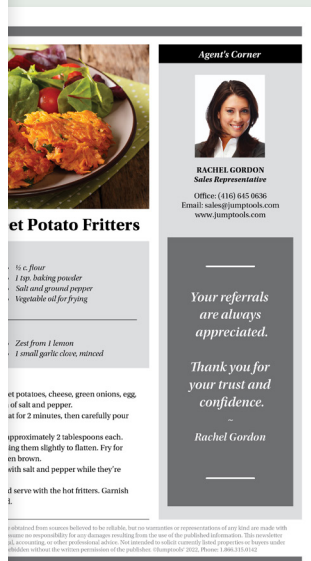
JUMPTOOLS INC.
250-171 East Liberty St.
Toronto, ON M6K 3P6

Jumptools®

MARKET UPDATE - TORONTO REGIONAL REAL ESTATE BOARD
February 2022 (Latest Available) of 19826

| 2022 | 2021 | 2022 | 2021 | 2022 | 2021 |
|---|---|---|---|------------------------|------------------------|
| \$852,142 | \$807,538 | 8,491 | 7,448 | 23 DAYS | 24 DAYS |
| Average Sale Price | Average Sale Price | Average Sales Activity | Average Sales Activity | Average Days in Market | Average Days in Market |
| Detached Home \$1,049,300 (Average Price) 3,960 SALES | Semi-Detached \$852,669 (Average Price) 813 SALES | Townhouse \$676,802 (Average Price) 1,395 SALES | Condo Apartment \$617,419 (Average Price) 2,219 SALES | | |

www.jumptools.com | VOLUME 4, ISSUE 3



Agent's Corner

RACHEL GORDON
Sales Representative
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Email: sales@jumptools.com
www.jumptools.com

Hot Potato Fritters

*1/2 c. flour
1 tsp. baking powder
Salt and ground pepper
Vegetable oil for frying*

*Zest from 1 lemon
1 small garlic clove, minced*

*et potatoes, cheese, green onions, egg of salt and pepper.
as for 2 minutes, then carefully pour approximately 2 tablespoons each, ting them slightly to flatten. Fry for on brown.
with salt and pepper while they're d serve with the hot frittes. Garnish l.*

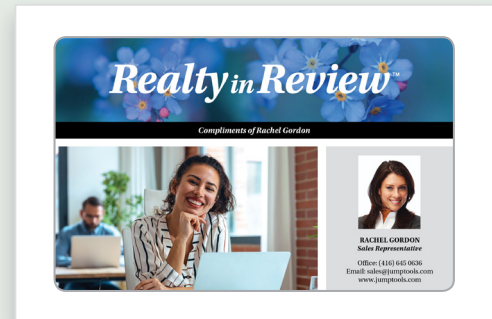
Your referrals are always appreciated.

Thank you for your trust and confidence.

Rachel Gordon

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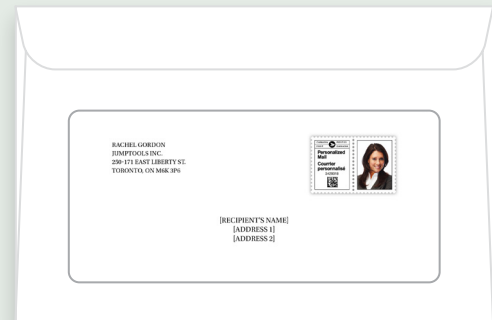
Mailing Envelope Front



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Mailing Envelope Back



RACHEL GORDON
JUMPTOOLS INC.
250-171 EAST LIBERTY ST.
TORONTO ON M6K 3P6

Countdown to Spring

[RECIPIENT'S NAME]
[ADDRESS 1]
[ADDRESS 2]

Jumptools Direct Mail Newsletters are printed and distributed by Jumptools on behalf of the real estate agent in order to expand their business through continuous client communications. This leads to stronger client relationships and a measurable increase in qualified referrals.

Your newsletter is mailed in a personalized 6" x 9" double sided showcase envelope. Have your photo customized on the postage indicia at no extra charge!

| | | | |
|-------------------|---------------|-----------|--------------|
| Name: | | Title: | |
| Mobile Phone: | Office Phone: | Company: | |
| Office Address: | City: | Province: | Postal Code: |
| Shipping Address: | City: | Province: | Postal Code: |
| Email: | | Website: | |

Newsletter Content Options

Market Stats (on Pg. 1 of newsletter)
Real Estate Board: _____

Recipe (on Pg. 4 of newsletter)

Delivery Schedule

I would like to order **my newsletter** for the following months:

Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov Dec



Order Details: Per Issue Costs

| | |
|--|---|
| <p>MAILED Newsletters Include: _____</p> <p>A personalized newsletter, 6" x 9" double-sided showcase envelope, standard postage, mail assembly and delivery to post office.</p> | <p><input type="checkbox"/> MAILED Newsletters _____ QTY. x \$1.38 = \$ _____</p> <p>Mail Transportation Fee: \$15.00 = \$ _____</p> |
| <p>OFFICE Newsletters Include: _____</p> <p>A personalized newsletter, with the option to add a 6" x 9" double-sided showcase envelope, flat or pre-folded, shipped to you.</p> | <p><input type="checkbox"/> OFFICE Newsletters _____ QTY. x \$0.73 = \$ _____ (25 Minimum)</p> <p>Shipping & Handling Fee: \$15.00 = \$ _____</p> <p><input type="checkbox"/> Envelopes _____ QTY. x \$0.12 = \$ _____</p> <p><input type="checkbox"/> I would like my Office Newsletters folded 6" x 9"</p> |
| | <p>Annual Fee: = \$ 240.00</p> <p>Total = \$ _____</p> |

The non-refundable annual fee will be applied on the first issue invoice and again on each anniversary thereafter. Annual fee will be charged on the first contracted issue if the issue is not produced. Charges may vary based on mailing list quantity at the time of production. Prices subject to change without advanced notice and should be verified at the time of order. Applicable taxes extra.

Accepted Payment Methods

How to provide your credit card information: **Call our office** and provide it over the phone. We accept Visa or Mastercard for payment. **Please note:** Debit cards are not accepted. For your protection, please **DO NOT** email or fax your credit card information.

Order Authorization

I authorize **Jumptools®** to process charges to my credit card on an ongoing basis as per my order above. This authorization is to remain in effect until **Jumptools®** has received written notification of termination from me in such time and in such manner as to afford **Jumptools®** a reasonable opportunity to cancel my order in a timely and favourable fashion. Charges to your credit card will appear as: Jumptools Inc.

LIMITATION OF LIABILITY: **Jumptools®** sole liability to the customer or any third party for claims, notwithstanding the forms of such claims, for any error or omission in the service, or late delivery or unavailability of the services, shall be to correct the error and provide the services as promptly as possible. In no event will **Jumptools®** be responsible for special, indirect, incidental or consequential damages which the customer may incur or experience on account of entering into or relying on this agreement. The customer hereby releases and forever discharges **Jumptools®** for any and all action, claims, demands, costs, expenses and compensation whatsoever, in connection with the foregoing.

Client Signature: _____ Today's Date: