



10/12/2012

Dear Robert,

The vehicle you are currently driving may actually be worth more today than it was this same time last year.

Pre-owned vehicle values continue to exceed expectations. The high demand for quality, pre-owned vehicles have driven values up by as much as 20%. Inventory at auction houses across the U.S. remain scarce. Simply put, I need your vehicle.

I have had numerous requests for the < Year Make Model >, but we are having difficulty acquiring them. If you own a < Model > or something similar please contact us. We have allocated special funding to help immediately restock our pre-owned vehicle inventory. We are prepared to offer you up to \$4,000 OVER Black Book® average value for your trade.

< First >, WE NEED YOUR VEHICLE:

- I will buy your vehicle even if you still owe money on your current lease or loan.
- I will buy your vehicle whether you purchase a new vehicle from us or not.
- I will buy your vehicle for up to \$4,000 OVER Black Book® Value.

Call 888-888-8888 now and schedule your appraisal appointment. The appraisal process only takes about 20 minutes.

Schedule your vehicle appraisal between Month xx - Month xx and we will pay for your gas. You will receive a FREE \$10 Visa Gift Card** just for giving us the opportunity to appraise your vehicle. Make sure to bring this letter with you to ABC Dealership when you visit.

Sincerely,

Jonathan Manager
General Manager

Powered by



012345

Robert,
Black Book lists the average value of your 2006 Toyota Sequoia as \$13,395.27
I think it's worth more!

I need your vehicle and I am prepared to make you a very aggressive offer. I'll even pay for your gas.
Call Me Personally
123-456-7890
Jonathan



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