

Mr AB Sample
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Dear Mr Sample,

**If You'd Read These FREE Reports,
You'd Know Exactly How You Were Going To Use
Property To Make Certain You Retire Well Off.**

It's strange, isn't it?

Deep down, you've probably always believed that buying residential property as an investment is 'a good idea'.

And despite the variety of investment products available now, you probably feel that the wealthiest people you know yourself all invest in property.

You might also have noticed that of all the people who've told you during the last few years that "it's over", that "the property market is dead", or that "you can't make money from property in Britain any more", very few are wealthy themselves.

Sadly, people who try to convince you that you can't make money out of investing in property tend to have little informed idea of what they're actually talking about.

In the end, everyone's entitled to their opinion, but just as it's dangerous to make decisions about your money without understanding what you're doing, it's irresponsible for people to risk harming other people's financial security with their ignorance.

Would You Like To Get Rich Quick?

Like most intelligent people, your answer to that question is probably, 'No. Not really'.

Or if it's 'Yes', at a realistic level you know that unless you happen to win the lottery one week, getting rich quick is a pipedream, and schemes which appear to offer the prospect of achieving this are scams.

But would you like to get rich, period?

That's a different question. But for most people, believe it or not, the answer is still 'Not really'.

What most smart people actually want is not to be 'rich' at all. It's a far more practical ambition.

Most people simply want to achieve real financial security for the long term.

Does That Sound Like You, Too?

Then read on. Because while you may have savings and investments sitting here and there, like most people you'd probably like to understand how to ensure your money grows year on year to a level where you are able to be sure of a comfortable retirement, free from worry.

To understand that...to understand how to work with available capital and turn it into the kind of money that secures your future for the long term, you simply have to understand about property, and

about buying residential property to let.

This has never been more true than in the current environment, where the stock market offers neither great returns nor security.

You really do have to understand the incredible YEAR AFTER YEAR performance of residential property in the UK over the last half century.

You have to understand the fantastic tax advantages that make buying-to-let so effective.

You need to know about the various strategies used by good property investors to minimise risk and optimise return.

Buying property to let isn't a short term strategy. It doesn't make you rich in weeks. But it works.

How Do We Know?

We know because investing in property to let is what we do ourselves at **CONFIDENTIAL** Investments.

We're a substantial firm, based in Mayfair in London, which each year purchases hundreds of buy-to-let apartments in the South East of England. Hundreds. We frequently buy whole developments, where they are of sufficient quality. Once we've bought these apartments we get good quality tenants into them and let time, and the property market, do the rest.

Each year for the last 26 years, this is what we've done.

And each year for those 26 years, our investments have averaged a return of 9.8% on the price we've paid for our property. Come rain and come shine. **9.8% per annum. For 26 years.** That compounds to a return of somewhere around 1000%.

And It Gets Better.

Like most people, we never pay 100% cash for the apartments we buy.

Just as you probably did when you bought your home, we tend to invest about a quarter of the price of the property in cash, and cover the rest of the purchase with a mortgage. The rental from the apartment then pays for the mortgage from the start and even, after a few years, as rents increase, returns some income itself.

This means that the 9.8% return on the property price we mentioned before is actually a return of almost 40% per annum on our capital.

Imagine that. A return of 40% per annum, compounded year after year.

And that's how we know that buy-to-let property works. Big time.

Even if you imagine that in the current economy the rate of return was only half of that...4.9%, say...that would still be a return of 20% per annum on your capital. Over 10 years, that compounds to a profit of well over 500%!

The Secret Of Successful Investment. And An Excellent, Completely FREE Offer.

We can't imagine that you, or any other intelligent person, would ever invest in something you didn't understand fully, and the secret of any successful investment strategy is to know everything you can about what you're doing.

To this end, our Managing Director, **CONFIDENTIAL**, the founder of **CONFIDENTIAL** Investments and a man with over 25 years of experience in the UK residential investment market, has authored a series of Reports which explain in far greater detail than is possible in this letter every aspect of how buy-to-let investing works.

We'd Like To Send You These Reports, ABSOLUTELY FREE.

Here's a list of some of the subjects covered in **CONFIDENTIAL**'s Reports:

- **How to avoid paying tax on your Buy-to-Let**
- **How to get a £280,000 property for £200,000 – Guaranteed every time (courtesy of Mr Brown)**

- **How you can legally profit from insider information on Buy-to-Let**
- **6 Buy-to-Let strategies: What's the right one for you?**
- **House builder secrets they don't want published**
- **The one mistake that cost an investor £305,000**
- **The 10 biggest mistakes of property investors**
- **12 tax strategies that are making investors rich**
- **Avoid paying stamp duty**
- **The difference of buying a property in a company or personally and how it cost you tens of thousands**
- **SIPPS – the truth about them and are they right for you**
- **20 Best negotiating tactics**
- **The legal checklist you must have**
- **Non resident and off shore planning for investors**

These Reports will give you invaluable insight into how buy-to-let investment works, whether you are an experienced or novice investor. They offer clear explanations of tax strategies and other ways of saving thousands of pounds when you invest. They provide you with the knowledge you need to avoid the traps that inexperienced investors often fall into, and to learn lessons that can otherwise be so costly.

The Reports contain a wealth of professional advice and 'trade knowledge'.

And they really are TOTALLY FREE. No catches. No hidden fees. Guaranteed.

We've included one of these Reports 'Why We Buy-to-Let', along with a Profit Predictor which helps you see just **how great your potential profits from buy-to-let would be**, with this letter.

If you'd like to receive the rest of the Reports, send back the enclosed reply card and I'll arrange to have them sent to you by e-mail. If e-mail is particularly inconvenient for you and you'd prefer to receive them in printed form, please say so on your reply card and I'll be pleased to arrange this.

And don't worry. They won't all arrive at once! We'll send them out every month so you have a proper chance to read and think about them.

So If These Truly Valuable Reports Come FREE, What Do We Want And Why Are We Writing To You?

As a substantial investor in buy to let property, we are well known to every significant housebuilder and property development company in the UK.

Because our pockets are deep, these companies frequently come to us with entire developments before completion, and we often purchase the whole thing. That might, for example, be a new block of 30 apartments. This is good for the builder or developer, who no longer has to worry about marketing his property, and good for us because it enables us to buy quality investment property at excellent discounts.

And It Could Be Very Good For YOU, Too!

For us, as for any larger investor, diversity is extremely important. We need to hold in our portfolio a good spread of buy-to-let properties in a range of developments and locations and at a variety of rental levels.

This means that when we purchase a development of, say, 30 apartments, we may well not want to hold all of those apartments in our own portfolio.

In the past we have sold on surplus apartments to private investors, and we have now decided to establish a bank of 100 or so individuals, like yourself, who might be interested in investing in buy-to-let property, and who might like the option to buy apartments in developments we have purchased, at a favourable, discounted price.

People who decide to do this will benefit from the fact that we are extremely cautious investors who buy with great care. We analyse every property we're offered against a rigorous set of questions includ-

ing:

- **What is the present demand for this type of unit?**
- **What is the profile of the likely tenants?**
- **How close is it to transport?**
- **What are the regeneration plans for the area?**
- **Are there any large planning applications in the pipeline?**
- **What will the planning impact on the area be. Negative or positive?**
- **What are the amenities supporting the development?**
- **What amenities must the development have in order to rent it out?**
- **What have the other units in the developments sold for?**

We're not looking for big investors. We're looking for reliable people, who have perhaps £30,000 to invest, should they wish to, in suitable buy to let property. We'd be happy to hear from investors who envisage buying one property only, as well as from those who might purchase more properties over a period of time.

If you request the Reports, **you are under absolutely no obligation to do anything further, at any time**, and if you don't want to receive the Reports anymore, just tell us and we'll stop sending them.

If, on the other hand, you decide at some time in the future that you'd like to invest in a property, we'll be happy to arrange for you to use the services of our lawyers and managing agents, should you wish, so that you have a completely managed and hassle-free investment in buy-to-let property, that sits side by side with our own holding.

When you decide it's time to sell your property, you would simply need to tell us and we'll arrange this for you.

Send Back The Reply Card Now. You Really Have Nothing At All To Lose.

If you'd like to understand the business of investing in buy-to-let property properly, I really encourage you to send back the reply card and receive **CONFIDENTIAL**'s remarkable Reports.

Any vehicle that's provided a return on capital of almost 40% per annum, every year for the last 50 years is really not to be taken lightly.

If you're concerned to secure your own financial future, it's certainly worth reading them.

Yours sincerely,

CONFIDENTIAL

Director

PS. I've included my business card. If you'd like to discuss anything at all about **CONFIDENTIAL**'s Reports, or about investing in buy-to-let property, please don't hesitate to contact me.

PPS. With the change in rules regarding SIPPS, **CONFIDENTIAL**'s Report on this subject alone could be worth a great deal of money to you. **I do urge you to send for them. And remember...they're COMPLETELY FREE.**