

Trade School T-Bolt Campaign

Piece #3 – Letter #2 - Use magnet illustration/photo from postcard #1 on envelope

Envelope teaser copy: *What If Your Next Location Was...*

**What If Your Next School Location
Was Right in the Middle of *Hundreds* of Young Adults
Looking For a Technology Career?**

Dear name,

Did that get your attention? '*Hundreds of young adults looking for a technology career?*'

Are you a little skeptical?

That's ok. Most of the time, I'd agree, but **this is different**. And you're one of the few post secondary education schools that can benefit from it.

Here's why. **Synergy**.

Synergy is defined as: *the working together of two or more things, people or organizations, especially when the result **is greater than** the sum of their individual effects or capabilities.*

**What Does This Have To Do With A New Location
For Your Schools?**

Here's an example:

Have you noticed how many auto dealerships are now located in what is known as an 'Auto Mall?' It can be 4, 6, even 8 or more independent auto dealers **who all CHOSE** to build right next to each other. **Why is that?** In a word, it's called **synergy**. (*If it didn't work, would there be **more** every year?*)

Would this work for a 'community' of post
secondary education schools?

We think it will work. *Colorado Technical University* thinks **it will**. What makes us so sure? Let's take a look...

It starts with a unique opportunity to be part of a *Community* of post secondary schools, sure to generate **an exciting synergy**, creating **new** growth and **new** profits for all involved.

Our primary tenant, *DeVry University*, Westminster, is attracting **many new students** interested in numerous business and technical programs to this area.

Our newest tenant is *Colorado Technical University*. They offer a **wide range** of graduate and professional certificate programs, with curriculums in business, information management and technology. They were **the first** to recognize the synergistic effect of being here with other post secondary education schools.

Why This Location Will Make the Synergy Work:

- NorthRidge at Park Centre provides **exceptional** accessibility to and from major streets and freeways, including Interstate 25 (directly to Denver, 15-20 minutes) and Route 36 (directly to Boulder, 30 minutes), both within a **5-minute drive**. This opens access to students from outside the immediate area.

- A nearby market (within 5 miles) of **over** 260,000, including over 35,000 between 15 and 24 years old, not to mention Denver itself, with a population of over 2.3 million.

- A unique new 'super-campus' concept, this is a new-location opportunity that can't be ignored.

- Numerous student apartment options are close by, providing you an ability to attract more students from **outside** the Denver area.

- Several choices for the size of the property you need are available. There are **no restrictions**. Build your own, or have us build it for you.

- We can move **quickly** on the process of getting you into this location, expediting **your timetable**. The current, pre-graded condition of the property stands ready for construction to start immediately.

So WHY Do We Want To Talk To You?

We are **actively** seeking **one or two more** post secondary education schools who recognize the opportunity We are describing. You can be part of what will soon be a **premier destination** for the growing number of students seeking post secondary education skills, training and career opportunities.

Will this include your schools?

We want to discuss the possibilities with you. You should **call us** to discuss **our** credentials and this exceptional property for your next school location.

In fact, my direct phone number is below.

I encourage you to learn as much as you can, soon. We are certain this unique opportunity will soon generate **tremendous interest** in *NorthRidge at Park Centre*. We'd like to **include you** on that list.

Best regards,

Ryan Stout, Client Advisor
NorthRidge Investors, LLC
303-572-5558

P.S. Since my last letter, we have had **numerous** inquiries. Again, I urge you to act on this opportunity **very soon**. Call me today.