

Trade School T-Bolt Campaign

Piece #4 – Letter #3 - Use magnet illustration/photo from postcard #1 on envelope

Envelope teaser copy: Here's an 'attraction' idea...

**For Your Next School Location,
We'll Put a 'Magnet' To Work For You That Will
Attract Hundreds of Potential Students**

Dear name,

We all know the mantra of real estate value. All together now, *Location, location, location.*

If additional locations are on *your* agenda, I can only assume our previous letters caught your attention.

I have more to tell you. This **is** a rare opportunity, and I want you to clearly understand why.

**Yes, We Are Offering a Great Location, PLUS A Synergy
That Will Drive Continuous Interest**

As noted in our last letter to you, when the decision to locate at NorthRidge at Park Centre was made by Colorado Technical University (CTU), **one factor** went from being a 'no', to being THE reason for 'yes.'

That factor was 'synergy.'

The decision-makers at CTU came to recognize the leverage that synergy would offer. We believe it holds the same promise for you.

Here are a few reasons why:

1. With hundreds of students visiting and attending each school you'll gain 'drive-by' and walk-by' exposure to the exact market you want to reach.
2. When current students become exposed to ALL of the possibilities offered at one 'campus,' they will tell friends and relatives.
3. This 'TECH-ED Super Campus' concept will gain it's own identity as THE place where technology careers are launched.

The result of these opportunities for everyone will be:

You'll Get Your Share... VERY Efficiently!

Is there anything better in business than getting new customers (students) than as a referral? THIS will be the result of the synergy created - **a steady source** of referrals and leads that become students who refer and attract **new** students. It's a self-perpetuating cycle that serves each tenant at our 'Super Campus.'

Will you be part of it?

We are looking for only one, perhaps two additional schools to fill the available space at *NorthRidge at Park Centre*. Let's talk soon about how we'll secure this for **your school**, so you can be part of the post secondary school 'magnet' we are creating in Denver.

Call Me, 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. We have had **several** serious inquiries to date. **Call me now** to see if we can still secure the space you would need. I look forward to hearing from you soon.