



Rental Services, Inc.

10050 Ralston Road, Suite #7

Arvada, CO 80004

(303) 420-1212 (800) 628-6414 FAX (303) 420-1477 FAX (800) 296-9902

Do you use email as a sales tool?

Dear RSI Client,

Do you use Email as a sales tool?

Email is a more personalized and targeted tool to efficiently reach your prospects and customers. According to recent statistics the commercial e-mail market will reach \$7.3 billion by the end of this year. Statistics show that consumers will receive 1,600 business emails by the end of 2005, as opposed to 40 in 1999. Even with the rental market improving you need to be sure that you are using your emails effectively.

I can't think of a better way to follow up with a prospect than to send them a personal email with photos of your property. You could include information about the surrounding community, maps or even testimonials from current residents.

For all of you who have been calling, Insta-Chek is available for all types of companies. If you want to setup a program that works for the small landlord and the large management company contact me so we can discuss all of our different programs in more detail.

Remember, we are here for you. We hope the information contained in our news letters is a benefit to you. If you would like to receive information via email please send me your email address to JMalone@RSIscreening.com.

Sincerely,

Jeff Malone
National Marketing Director

Rental Services Inc.