**[xxx] Do You “C” The Meaning Of This? (Email #4)**

Hi {first name},

Right, let’s keep exploring the options available to you through **Rate and Term Refinance.**

As I mentioned it could be used to move from an Adjustable Rate Mortgage (ARM) to a Fixed Rate Mortgage (FR).

So, if you can’t sleep at night because you are worried that your interest rate (on your ill-advised ARM mortgage) will spike out of control and leave you dead-broke and possibly even on the street… then this might be just the move for you.

Ok enough about Rate and Term Refinance for now.

Let’s talk about the **Cash-out Refinance**…

It does pretty much what it sounds like. You get a cash-out from your own mortgage.

Just think of all the things you could do if you had some cash on hand to invest…

See if one of these sound attractive:

* You could take care of that leaky roof that’s been bothering you (Renovations)
* Or finish the patio, porch and fix the lawn before selling (Fixing up to sell)
* Buy your son or daughter their first home (Second home / kids home)
* Treat your family to a getaway of a lifetime… Caribbean cruise comes to mind (Holidays)
* Maybe it’s high time tie the knot with that special someone and all you need is a bit of free cash? (Wedding / Honeymoon)
* With Christmas always “just around the corner” being well prepared can ease the stress of last-minute shopping so why not do it early? (Shopping)
* Or maybe you feel a little behind on the payments from one of the above and now could use a little cash to cure that “financial-hangover”? (Credit card debt)

All these can be financed from a Cash-out Refinance deal, and the amount of cash you can get out is based on the amount of equity you have built up in your property.

Tomorrow I’ll tell you a great little story to illustrate how much cash you could get your hands on…

Bye for now,

{REAL NAME FROM CLIENT COMPANY}

**P.S.**

…so let’s talk about the four Cs.

Remember what they were?

Credit, Capacity, Capital and Collateral.

**So here’s the easy way of looking at them.**

Credit - Is Credit, no surprises there.

Capacity - Income and DTI (Debt to Income Ratio)

Capital - Assets and Down Payment (And equity)

Collateral - Your New (or old) Home

Does this sound better?

I’ll explain each of these in further detail tomorrow.