**[xxx] The Biggest Mistake... (Email #15)**

Hi {FIRST NAME},

Does this sound like you?

You walk past the window of a retail bank and see a “all new X% interest rate”.

Before you know it, you think: “that’s lower than my current interest rate…”

You may even walk in, and before you know it you have you listed as a “new signup”!

Here’s why that is not a good scenario…

You know how I said you should compare you should compare many (3 as a minimum) options to find a good deal?

Why?

It’s because the *fine print* can be a jungle where the wild things hide.

Retail banks feed of the fact that you are not as knowledgeable as they are… So, the biggest carrot they will put in their windows is - *Low interest rates.*

Yeah, seems innocent enough, but going by interest rate alone is a BIG mistake. And here’s why…

It’s because the people who lend you the money know that it is pretty much the *only* thing on your mind.

**It’s clickbait**…

And it might make you overlook the *fine print* and extra charges, fees and penalties.

So, if you’re not feeling like a donkey…

Your best bet is to find a solid broker who knows the lenders (and all of their terms and conditions) and will get you the best deal, and I can help you there…

Feel free to contact me anytime **{SCHEDULING TOOL}.**

Cheers,

{REAL NAME FROM CLIENT COMPANY}

**P.S.**

Hey, I’ve got a question for you.

This might sound strange, but do you know what **“salt and pepper**" have to do with mortgages?