

Promotional Email Template

Instructions for use:

To help promote the fact that you offer financing, we are giving you an email template!

First thing's first:

Please do not alter the template found on the next page in any way beyond adding your own business information. We've left certain parts inside {brackets} so that you can customize this template to your needs. Anytime you see these {brackets}, make sure to replace the information inside with what is relevant to your business, and then delete the brackets. Re-read any email you write before hitting 'send.'

Please do not reference GreenSky® by name or include any facts about our company in this email, since any use of our trademarks or plans must be accompanied by the right legal footnotes and reviewed by our compliance team.

Click [here](#) to see our Marketing and Advertisement guidelines, a helpful reference when it comes to promoting the GreenSky® Program. Ultimately, you are responsible for the compliance and effectiveness of your advertising, including appropriate use of disclaimers.

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Email Subject Line:

Payment options make our best work more affordable

Email Pre-Header (if your email program allows you to use pre-headers):

Ask about our new financing options

Email Body:

Hello {Name},

{{Note: If possible, include details about any current relationship you have with the customer/prospect.}}

Recently, we provided a quotation for a {project description}. We thought you would like to know that we have new financing options available that can help make that project more affordable.

OR

When we last spoke, you were considering a project to {project description}, but seemed concerned about whether it would fit into your budget.}}

At {Company Name}, we want to make our best work more affordable, or simply enable you to use your cash for other purposes.

That's why we offer very attractive promotional financing terms. You'll be delighted at how affordable your project can be.

To learn more, simply ask:

- Call us at: {Number}

- Email us at: {Email address}, or {if this is an option} simply respond to this message

In the meantime, please visit us online at {Website} or via social media. {Include links to Facebook, Instagram, Twitter and other social media sites you participate with.}}

Thank you.

{Include a Name and Title to personalize, or use a general closing such as your company name, "Team (Company), Your friends at (company), etc.}}

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