

Countrywide email and Landing page Campaign Information

Client:	Countrywide CMD Port
Campaign Name:	Pre_post_adjuster
Campaign Drop Date:	
Sub Campaign Number:	
Subject Line:	Act now to avoid your upcoming rate adjustment
Template:	Yellow
Special Instructions:	

Email Content

Header/ Offer:	<p><Fname>, Your next mortgage adjustment is coming soon</p> <hr/> <p>YOUR RESERVATION #: M999-99999</p>
CTA:	<p>Call us now at 1-800-XXX-XXXX (select press 2) Mon-Fri: 7 am – 8 pm CST Sat: 8 am – 5 pm CST</p> <p>or simply Click Here</p> <p>or visit your local branch</p>

Body: Dear Sample:

Your adjustable-rate mortgage is nearing its next adjustment – and if the industry trend continues, your interest rate and monthly payment will likely increase.

But as a Countrywide customer in good standing, you may now qualify to avoid a possible rate increase.

**Please Contact Countrywide Home Loans Right Away
To Possibly Avoid an Interest Rate and Mortgage Payment Increase.**

Call 1-800-000-000 (Press Option 2) now!

Call us right away about locking in a low FIXED starting interest rate for up to 10 years – or more!

You may be able to take advantage of a number of available options right now....

- **Keep your mortgage payments low**
- **Avoid adjustments for the life of the loan**
- **Avoid all out-of-pocket closing costs**

<Sample>, act now to avoid any possible rate and monthly payment increases on your current mortgage. Call us right away at **1-800-000-000 (Press option 2)**.

Sincerely,

<Signature>

Name LastName,
Loan Consultant

**Call Now:
1-800-000-0000 (Press Option 2)
Mon-Fri, 7am-10pm; Sat-Sun, 8am-7pm CST**

**Or contact us online
CLICK HERE**

P.S. Your mortgage is nearing its next adjustment, so please don't wait! Call us now at toll-free **1-800-000-0000 (Press Option 2)** to lock in a low FIXED interest rate.

Legal:

To ensure you continue to receive important customer correspondence from Countrywide, please add countrywidehomeloans@email.countrywide.com to your address book. For instructions on how to add us to your address book, [click here](#).

1. Refinancing or taking out a home equity loan or line of credit may increase the total number of monthly payments and the total amount paid when compared to your current situation.

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Corporation and/or its subsidiaries. Arizona Mortgage Banker License Number BK8805; Licensed by the Department of Corporations under the California Residential Mortgage Lending Act; Georgia Reg. #5929; Illinois Residential Mortgage Licensee; Massachusetts Mortgage Lender License No. ML 1623; this is not an offer to enter into an interest rate lock-in agreement under Minnesota law; in MN, Countrywide Home Loans of Minnesota, Inc. makes all HELOCS of \$100,000 or less; Licensed by the New Hampshire Banking Department; New Jersey (818) 313-6526, Licensed Mortgage Banker, NJ Department of Banking and Insurance; Licensed Mortgage Banker, NYS Banking Department; Registered with the Pennsylvania Banking Department; Rhode Island Lender's License. Some products may not be available in all states. This is not a commitment to lend. Restrictions apply. All rights reserved.

[Privacy & Security](#)

You may mail us at the following address: Countrywide Home Loans, 31303 W. Agoura Rd, MS WLAR-17M, Westlake Village, CA 91361.

Your current email address with Countrywide is espenelinc@direcway.com. To provide a new email address, please [log in now](#). Under Edit Profile, update your email address. We'll make sure you keep receiving important communications from Countrywide without interruption.

We are pleased to present you with this advertisement. If you would like to unsubscribe from future emails from Countrywide, simply reply to this message with UNSUBSCRIBE as the first word in the subject line. Please note, this email address is to UNSUBSCRIBE from receiving future emails from Countrywide only and is not monitored for comments.

Landing Page Information

Template:	Yellow
Campaign Type:	Pre_post_adjuster
Header Image:	
Copy Over (Y/N):	N
If Copy over, Link to Copy:	

Landing Page Content

Offer:	<Fname>, submit this form <u>now</u> to avoid your next mortgage adjustment
CTA:	<div style="text-align: center;"> <p>Complete this form now to see how you could...</p> <div style="background-color: #f4a460; padding: 10px; margin: 10px auto; width: 80%;"> <ul style="list-style-type: none"> ▶ Keep your mortgage payments low ▶ Avoid adjustments for the life of the loan ▶ Avoid all out-of-pocket closing costs </div> <p style="color: #0070c0; text-align: center;">Want to speak to a Personal Loan</p> </div>

Consultant now?

**Call 1-xxx-xxx-xxxx and
select Option 2.**


Body: Your Personal Loan Consultant will show you how to do it

As a Countrywide customer in good standing, you may now qualify to avoid your upcoming rate adjustment. By refinancing with a FIXED rate, you can put off mortgage adjustments for several years, or even for the entire life of the loan!

Just complete the form below and send it in now, and we'll get right back to you. In just a few minutes, we'll show you how you can say "goodbye" to your next rate adjustment.

Countrywide Can

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