



Alred Marina, L.L.C.
P.O. Box 519
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alredmarina.com

Judy T. and W.R. Cranford
Members

Russ Cranford, CMM
Manager

July 1, 2012

Dear Alred Marina Customers:

Now that the damage to our slips has been repaired, we need to attract new slip renters to re-fill the vacated slips caused by the tornado. In trying to determine the best way to market our available slips, we believe that our customers are our best source of advertising. Instead of spending money on advertising, we decided to offer our customers an incentive for directing new customers to us.

For a limited time, **we are offering you a credit for new slip renters you recommend.** We will give you a credit equal to the first months slip rent that the new customer pays. In other words, you will get the first month's slip rent of the new customer credited to your account. As an example, if your slip rent is \$410.00 and the new customer rents a \$475.00 slip, you would get a credit of \$475.00. If that same customer rents a \$225.00 a month slip, you would receive a \$225.00 credit. There is no limit to the number of credits you can receive.

As an incentive to the new customer, for a limited time, we are offering a **relocation bonus** of one month's rent, but only if they have a referral slip from an existing customer. New slip renters will receive a credit to the account equal to one month's rent when they relocate to Alred Marina and **sign an annual lease**, even if that lease pays monthly.

Below are the referral slips required in recommending new customers. Just complete it and give it to a new prospective customer. When your referred customer signs the Lease Agreement, we will issue you a credit. Any new slip renter must have the referral slip when signing a new lease for your credit to apply. Please call for additional referral slips...or print out this page from the newsletter.

If you have any questions, please feel free to call me.

Thank you,

Russ

ALRED MARINA CUSTOMER REFERRAL SLIP

Name of prospective customer _____ Date _____

Name of current Alred customer _____ Account # _____

This offer for a limited time only.

ALRED MARINA CUSTOMER REFERRAL SLIP

Name of prospective customer _____ Date _____

Name of current Alred customer _____ Date _____

This is for a limited time only.