



CANCEL LETTERS & POSTCARDS



800.422.7478
Print@RealGreen.com

CANCEL LETTER OPTION 1

(Imprinted on stock shell)

Features

- 1 Offer
- 2 Sales Message
- 3 CAW
- 4 Services
- 5 Neighbors
- 6 Savings Amount
- 7 Expiration Date

Lawn Cure

5000 Progress Way P.O. Box 558 Sellersburg, IN 47172-05

(812)246-8800

(502)400-9499



Billing Address 0000001 , 000001

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390



Service Address Customer number: 123456

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

02/19/21

We Take the Work and
Worry Out of Having
a Beautiful Lawn!



\$146.22

On Your Service
for One Full Season

Expires on 04/30/21

"Babying" Lawns in Your Neighborhood Since 1978!!

GET READY FOR SPRING & SAVE! Tired of the big, national lawn care providers and their impersonal service? Lawn Cure, the premiere lawn care company in your neighborhood since 1978, is and has always been locally owned and family operated!! We pride ourselves on excellence in customer service and would love the opportunity to "Baby Your Lawn". As we CELEBRATE OUR 43rd ANNIVERSARY and to show how much we want you as our valued client, we are offering our most exciting promotion ever:

2 FREE MOSQUITO CONTROL TREATMENTS!!!

Sign up for Lawn Cure's 6-application weed control and fertilization program for the 2021 season and the FREE MOSQUITO CONTROL TREATMENTS will be yours at absolutely no cost to you. Even if another lawn company has already done your first service this year, it is not too late to take advantage of this fantastic offer!

Want to save even more? Prepay now and save on each application. Regardless of payment method, your mosquito control is still free! Don't hesitate, simply go to www.lawncure.com click on "Enter Your Offer Code"; or call us at 502-400-9499; or mail the payment coupon today.

Your Offer Code: OHR-XVQ5-MIU

	Price	Prepay Price
Early Spring Lawn Application	\$43.00	\$41.71
Late Spring Lawn Application	\$43.00	\$41.71
Summer Lawn Application	\$43.00	\$41.71
Late Summer Lawn Application	\$43.00	\$41.71
Fall Lawn Application	\$43.00	\$41.71
Winter Lawn Application	\$43.00	\$41.71
Mosquito Control Program	\$138.00	FREE! Free Service

Total Service Amount	\$	396.00
Total Service Amount with tax	\$	411.48
After \$146.22 Discount	\$	265.26
You Save	\$	146.22

Here are some of your neighbors who already let us "Baby" their lawn:

9504 Truscott Ct	9111 Bingham View Ct
9009 Bergamot Dr	9129 Cranesbill Trce
9500 Merribrook Ct	10711 Jimson St
5802 Waveland Cir	9520 Indian Pipe Ln
5420 Merribrook Ln	6427 Mistflower Cir
8915 Dolls Eyes St	6418 Moonseed St

☐ Yes! I wish to prepay for proposed services:
Enclosed is my check for \$265.26

☐ Yes! Please bill me as services are performed

Joe Smith
4375 Pineview Dr.
Walled Lake, MI 48390

Customer number:
123456

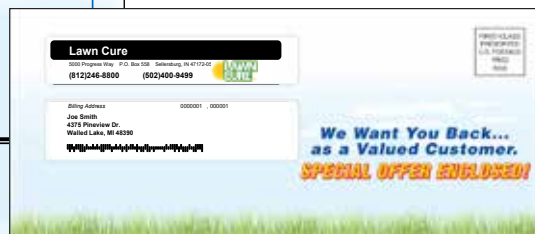


Lawn Cure
5000 Progress Way
P.O. Box 558
Sellersburg, IN 47172-0558

We Look Forward to Helping You Take the Work and Worry Out of Having a Beautiful Lawn

©2019 COPYRIGHT REAL GREEN SYSTEMS

K-261DM 03460



Cancel Letter Forms Options



K-260DM



K-261DM

Cancel Letter Envelope Options

Outgoing Envelope



E-60-DM
Outgoing double envelope



E-61-DM
Outgoing double envelope

Return Envelope (included in all options)



E-08-DM

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

C. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

D. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.

- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

E. CAW code

- Must have CAW software in order to show this option

F. Neighbors and Installments

Custom Printing Options

Custom backer available

- Black imprint only



CANCEL LETTER OPTION 2

(Cancel letter with custom background)

Features

- 1 Personalization
- 2 Offer
- 3 Sales Message
- 4 CAW
- 5 Services
- 6 Neighbors
- 7 Savings Amount
- 8 Expiration Date

Company Logo

Company Address 1
Company Address 2

PRSR STD
U.S. POSTAGE
PAID
RGS

Special Offer for the <Name> Family
We Miss You!
Sign Up Again To SAVE!
1st Application FREE
SAVE <\$XX.XX>
Expires XX/XX/XXXX

Ready for a Beautiful Lawn?

Dear <Name> Family,

We'd love to work with you, our valued client, again this season. Check out our special offer for our previous clients **<Free or Discounted Service>**. Choose us to give your lawn the boost it needs this season!

We'll come back with our state of the art equipment and our trained, experienced professionals to care for your lawn. We treat and prevent lawn care issues such as heat stress and lawn disease that come with the natural wear and tear of using your yard.

Our expertise won't stop there. We cover issues like brown patch, a fungal disease that can take your turf from beautiful to brown almost immediately, and dollar spot, which can cover your lawn with yellowish-tan spots! Don't let this happen to your turf.

Take back your lawn today! Sign up again with this special offer for our previous clients to save more than ever before! To sign up, just visit our website and enter your offer code below, or mail back the attached remittance. You can also give us a call at <XXX-XXX-XXXX>.

We Will Perform These Beneficial Services

	Price	Prepay
Service 1	<\$XX.XX>	<\$XX.XX>
Service 2	<\$XX.XX>	<\$XX.XX>
Service 3	<\$XX.XX>	<\$XX.XX>
Service 4	<\$XX.XX>	<\$XX.XX>
Service 5	<\$XX.XX>	<\$XX.XX>
Service 6	<\$XX.XX>	<\$XX.XX>
Service 7	<\$XX.XX>	<\$XX.XX>
Service 8	<\$XX.XX>	<\$XX.XX>

Total Service Amount <\$XXX.XX>
Total Service Amount After Taxes <\$XXX.XX>
Total Service Amount After Discount <\$XXX.XX>
You Save <\$XXX.XX>

1st Application FREE
Go to website.com
Enter your offer code
<XXX-XXXX-XX>

WE SERVICE THESE NEIGHBORS IN YOUR AREA
<Neighbor Address 1>
<Neighbor Address 2>
<Neighbor Address 3>
<Neighbor Address 4>
<Neighbor Address 5>

Special offer for previous customers only - don't miss out!

Contact Us At: XXX-XXX-XXXX or Website.com

Phone: _____
Email: _____
Service Address:
<Company Name>
<Name or Current Resident>
<Address 1>
<Address 2>
<Address 3>
<Address 4>
Source Code:
<XX-XX-XXXX>

Company Logo

Company Address 1
Company Address 2

☐ Yes! I wish to sign up for services. Enclosed is my check for <\$XX.XX>
☐ Yes! I wish to sign up for services. Please charge my card for <\$XX.XX>
☐ Yes! Please bill me as services are performed.

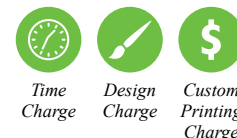
Charge my: ☐  ☐  ☐  ☐ 
Card #: _____
Exp.: _____ Sec. Code: _____
Signature: _____
Expires on XX/XX/XXXX

H000000

Please return this portion to sign up for service



Cancel Letter Forms Options



A. Form Options

- Printed in full color with a custom shell or background
 1. Artwork change
 2. Design time
- Custom backer available
 1. Can be printed full color



Cancel Letter Envelope Options

Outgoing Envelope



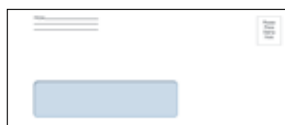
E-25-DM
Outgoing full window envelope



Custom #10 standard
Outgoing single window envelope



Return Envelope (included on all options)



E-08-DM

A. Additional charge for custom envelope printing

1. Artwork change
2. Design time

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

C. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

D. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.

- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

E. CAW code

- Must have CAW software in order to show this option

F. Neighbors or Installments

- Only one can be used per job.

CANCEL LETTER OPTION 3

(Custom background with upsell graphics and personalization)

Features

- 1 Personalization
- 2 Offer
- 3 Sales Message
- 4 CAW
- 5 Services
- 6 Neighbors
- 7 Savings Amount
- 8 Expiration Date

Company Logo Company Address 1
Company Address 2

****ALL FOR AARD 480**** 3463 2510 00011

<Company Name>
<Name>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

PSRST STD
U.S. POSTAGE
PAID
RGS

Don't miss out on a healthy lawn!
Sign Up Again To SAVE <\$XX.XX>

Expires: 0X/XX/XXXX

Dear <Name> Family,

We'd love to work with you, our valued client, again this season. Check out our special offer for our previous clients <Free or Discounted Services>. Choose us to give your lawn the boost it needs this season!

We'll come back with our state of the art equipment and our trained, experienced professionals to care for your lawn. We treat and prevent lawn care issues such as heat stress and lawn disease that come with the natural wear and tear of using your yard.

Our expertise won't stop there. We cover issues like brown patch, a fungal disease that can take your turf from beautiful to brown almost immediately, and dollar spot, which can cover your lawn with yellowish-tan spots! Don't let this happen to your turf.

Take back your lawn today! Sign up again with this special offer for our previous clients to save more than ever before! To sign up, just visit our website and enter your offer code to the right, or mail back the attached remittance. You can also give us a call at <XXX-XXX-XXXX>.

We Will Perform These Beneficial Services

	Price	Prepay
Service 1	<\$XX.XX>	<\$XX.XX>
Service 2	<\$XX.XX>	<\$XX.XX>
Service 3	<\$XX.XX>	<\$XX.XX>
Service 4	<\$XX.XX>	<\$XX.XX>
Service 5	<\$XX.XX>	<\$XX.XX>
Service 6	<\$XX.XX>	<\$XX.XX>
Service 7	<\$XX.XX>	<\$XX.XX>
Service 8	<\$XX.XX>	<\$XX.XX>
Total Service Amount	<\$XXX.XX>	
Total Service Amount After Taxes	<\$XX.XX>	
Total Service Amount After Discount	<\$XX.XX>	
You Save	<\$XXX.XX>	

Special offer for previous customers only - don't miss out! Act now! <XX-XXX-XXXX> or Website.com

Phone: _____

Email: _____

Service Address:
<Company Name>
<Name or Current Resident>
<Address 1>
<Address 2>
<Address 3>
<Address 4>

Customer Number:
<XX-XX-XXXX>

Company Logo Company Address 1
Company Address 2

Please return this portion to sign up for service
H3C0000

1st Application FREE

Go to website.com
Enter your offer code:
<XXX-XXXX-XXX>

We service the neighbors in your

<Neighbor Address 1>
<Neighbor Address 2>
<Neighbor Address 3>
<Neighbor Address 4>
<Neighbor Address 5>

☐ Yes! I wish to sign up for services. Enclosed is my check for <\$XX.XX>

☐ Yes! I wish to sign up for services. Please charge my card for <\$XX.XX>

☐ Yes! Please bill me as services are performed.

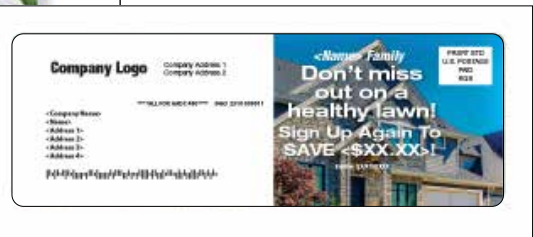
Charge my: ☐  ☐  ☐  ☐ 

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____

Expires on 0X/XX/XXXX



CANCEL LETTER OPTION 3

(Custom background with upsell graphics and personalization)

Features

- 1 Personalization
- 2 Offer
- 3 Sales Message
- 4 Upsell Message
- 5 Services
- 6 Savings Amount
- 7 Expiration Date

Company Logo

Company Address 1
Company Address 2

PRSR STD
U.S. POSTAGE
PAID
RGS

<Last Name> Family! 1

SAVE!
<\$XX.XX> 2

On Your Service
for One Full Year

Expires on <XX/XX/XX> 7

Ready for a
Beautiful Lawn?

<Company Name>

<Name>

<Address 1>

<Address 2>

<Address 3>

<Address 4>

****ALL FOR AADC 480**** 3463 2510 000011

|||||

Dear <Name> Family, 1

We'd love to work with you, our valued client, again this season. Check out our special offer for our previous clients. Choose us to give your lawn the boost it needs this season! We'll come back with our state of the art equipment and our trained, experienced professionals to care for your lawn. We treat and prevent lawn care issues such as heat stress 3 and lawn disease that come with the natural wear and tear of using your yard.

Our expertise won't stop there. We cover issues like brown patch, a fungal disease that can take your turf from beautiful to brown almost immediately, and dollar spot, which can cover your lawn with yellowish-tan spots! Don't let this happen to your turf.

Take back your lawn today! Sign up again with this special offer for our previous clients to save more than ever before! To sign up, just visit our website or you can also give us a call at <XXX-XXX-XXXX>.

SOIL ENRICHMENT IS KEY TO A HEALTHY LAWN.

Add this beneficial service to your programs in 2022
SAVE 50% off the second service if you order now. 4

Treated

Untreated

Soil Enrichment creates a stronger, healthier root system means the grass can better withstand environmental
 Loosens soil and helps reduce thatch.
 Increases grass nutrient absorption, resulting in greener healthier grass.
 Soil enrichment works better year after year!

ADD to your service plan for <\$XXX.XX>

We Have You Scheduled To Perform These Services

	Price	Prepay Price
<Service Application 1>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 2>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 3>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 4>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 5>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 6>	<\$XXX.XX>	<\$XXX.XX>
<Service Application 7>	<\$XXX.XX>	<\$XXX.XX>

Total Service Amount <\$XXXX.XX>
After 5% Discount <\$XXXX.XX>
You Save <\$XXXX.XX> 6

Call today! XXX-XXX-XXXX or online at www.companywebsite.com

Phone: _____

Email: _____

Please check if want to get offer:

☐ Please add Soil Enrichment <\$XXX.XX>
☐ Add to your pre-pay amount.
☐ Add to my current payment method.

Service Address:

<Company Name>

<Name or Current Resident>

<Address 1>

<Address 2>

<Address 3>

<Address 4>

Source Code:

<XX-XX-XXXX>

☐ Yes! I wish to sign up for services.
 Enclosed is my check for <\$XX.XX>

☐ Yes! I wish to sign up for services.
 Please charge my card for <\$XX.XX>

☐ Yes! Please bill me as services are performed.

Charge my: ☐ ☐ ☐ ☐

Card #: _____

Exp.: _____ Sec. Code: _____

Signature: _____

Expires on XX/XX/XXXX 7

Company Logo

Company Address 1
Company Address 2

PRSR STD
U.S. POSTAGE
PAID
RGS

<Last Name> Family!

SAVE!
<\$XX.XX>

On Your Service
for One Full Year

Expires on <XX/XX/XX>

<Company Name>

<Name>

<Address 1>

<Address 2>

<Address 3>

<Address 4>

****ALL FOR AADC 480**** 3463 2510 000011

|||||

Please return this portion to sign up for service
HH00000

Cancel Letter Forms Options

A. Standard data layout

1. (XMPie composition method)

B. Graphic upsell options

C. Printed full color

D. Artwork charge

E. Design Time

F. Custom Backer

1. Additional print charge
2. Additional print charge
3. Can be full color

Cancel Letter Envelope Options

Outgoing Envelope



E-25-DM
Outgoing full window envelope



Custom #10 standard
Outgoing single window envelope



Return Envelope (included on all options)



A. Additional charge for custom envelope printing

1. Artwork change
2. Design time

Data Selection Options (within Service Assistant)

A. 1 column

B. List by Service or Group by Program

C. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

D. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.
- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(Special jobs and rounds only within full program offered)

E. CAW code

- Must have CAW software in order to show this option

F. Neighbors and Installments

CUSTOM CANCEL POSTCARD OPTION 1



Features

- 1 Offer
- 2 Expiration Date

Cancel Postcard Options

A. Standard data layout

1. (XMPie composition method)

B. Graphic upsell options

C. Printed full color

D. Artwork charge



E. Design Time



Data Selection Options (within Service Assistant)

A. Static Offer

- Based on customer filters-typically customers without square footage in the software

B. Customer List Data Export

CUSTOM CANCEL POSTCARD OPTION 2

FREE
First Application
SAVE
\$56.50
Expires: 4/30/21

Because It's **More**
Than **Just Grass.**

FREE
First Application
SAVE
\$56.50
Expires: 4/30/21

We want you back!

Enjoy A Thick, Green, And Weed-Free Lawn...
Without The Hassle

	Price	After Prepay Discount
Early Spring Treatment (reg. \$56.50)	FREE	FREE
Spring Lawn Treatment	\$56.50	\$54.24
Early Summer	\$56.50	\$54.24
Summer Lawn Treatment	\$56.50	\$54.24
Early Fall Brown Patch	\$56.50	\$54.24
Fall Brown Patch	\$56.50	\$54.24
Late Fall Lawn Treatment	\$56.50	\$54.24

Total Service Amount	\$395.50
Total Service Amount With Tax	\$428.12
Total Price After Discounts With Tax	\$352.26
You Saved	\$75.86

Proudly serving Bryan/College Station with the most effective fertilization, weeding, and health care for over 14 years. Aggie Owned and Operated

Call Today:
979-213-6884
Or Visit:
Aggielandgreen.com

12948 Tonkaway Lake Road, STE 100
College Station, TX 77845

****SCH 5-DIGIT 77803****
Joe Smith
Or Current Resident
4795 Pineview Dr.
Walled Lake, MI
[Barcode]

PRSRT STD
U.S. POSTAGE
PAID
RGS

44725 0002528 000003

H0078260

Features

- 1 Offer
- 2 Sales Message
- 3 Expiration Date
- 4 Services
- 5 Savings Amount

Cancel Postcard Options

A. Standard data layout

1. (XMPie composition method)

B. Graphic upsell options

C. Printed full color

D. Artwork charge



E. Design Time



Data Selection Options (within Service Assistant)

A. List by Service or Group by Program

B. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

C. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.
- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(*Special jobs and rounds only within full program offered*)

CUSTOM CANCEL POSTCARD OPTION 3

We Know Your Lawn Like No One Else!





859.384.0266

First
Application

Free!

1

"They do a great job for a great price!
Very reasonable." - Mary F.

Locally Owned and Operated



WE CAN PERFORM THESE BENEFICIAL SERVICES

	Price	5% Prepay
<Early Spring> (Reg. <\$54.00>)	FREE	FREE
<Late Spring>	<\$54.00>	<\$54.00>
<Early Summer>	<\$54.00>	<\$54.00>
<Late Summer>	<\$54.00>	<\$54.00>
<Early Fall>	<\$54.00>	<\$54.00>
<Late Fall/Winter>	<\$54.00>	<\$54.00>
Total service amount	<\$54.00>	
Total service amount w/Tax	<\$54.00>	
Total service amount w/Tax after discount	<\$54.00>	
You save	<\$54.00>	

We have serviced your lawn in the past and know its needs well. We would love the opportunity to service you again, and are pleased to extend you this special offer to care for your lawn again. That's because at A&A Lawncare & Landscaping, we believe in three things: quality service, professionalism, and attention to detail. Our technicians have decades upon decades of experience and take pride in what they do. Give us a chance to provide you with a gorgeous yard that will be the talk of the neighborhood.

We look forward to seeing you again this season!
Your A&A Service Team

1st Application Free!

SAVE <\$XX.XX>

On your Lawn Care Program for 2021!

Expires on 4/30/2021

5

Sign Up Online at www.aalawns.com
and Enter This Code: <XXX-XXXX-XXX>

Or Call Today!

859.384.0266

www.aalawns.com

<XXXXX-DM-C-21>



H0076854

We Service These Properties in Your Area:

<4842 Cornell Dr>

<4860 Harvard Ct>

<4853 Harvard Ct>

<1930 Georgetown Dr>



563 Stevenson Rd. • Erlanger KY 41018

PRSRT STD
U.S. POSTAGE
PAID
RGS

630 16449 20

****SCH 5-DIGIT 41091****
Joe Smith
Or Current Resident
4375 Pineview Dr.
Walled Lake, MI



* New Customers Only, with full program.

Features

- | | |
|---|---|
| <p>1 Offer</p> <p>2 Sales Message</p> <p>3 Expiration Date</p> | <p>5 Savings Amount</p> <p>6 Neighbor Addresses</p> <p>7 CAW</p> |
|---|---|

Cancel Postcard Options

A. Standard data layout

1. (XMPie composition method)

B. Graphic upsell options

C. Printed full color

D. Artwork charge



E. Design Time



Data Selection Options (within Service Assistant)

A. List by Service or Group by Program

B. Upsells or No Upsells

- Can show up to 4 upsells. Rounds and special jobs only.
- Upsells cannot be used in combination with installments or neighbors.

C. Savings amount is based on percentage discount only

- Can show this value as a percentage or a dollar amount discount.
- Incentive service i.e “first application free” or “50% off first service” or “last application free”
(*Special jobs and rounds only within full program offered*)

D. CAW code

- Must have CAW software in order to show this option

E. Neighbors or Installments

- Only one can be used per job.