

Commercial Notes

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LENDING GROUP LLC

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10 Ways to Look Like an Idiot in Your Email Correspondence

This month I thought I would address an issue that is not directly related to real estate financing but does have an impact on how effective we are in communicating our ideas using the internet, specifically EMAILS. There has been little if any formal focus on email etiquette. I hope the following "10 Ways to look like an idiot in your email correspondence" will help give your emails the desired impact, which is, **BEING READ**.

NUMBER 1. GRAMMATICAL MISTAKES AND TYPING ERRORS – This has been identified as the number 1 reason for emails to be not read. Do not rely on your spell checker to correct these types' errors. Proof read

your email. Remember improper spelling, grammar and punctuation give a bad impression about you.

NUMBER 2. USE BIG AND COMPLICATE WORDS – Stick to simple words that have a clear meaning and convey your ideas. Usually you can see things long before others, a trait that had won you the sobriquet of Hawk. (Sobriquet means nick name and yes I had to look it up)

NUMBER 3. USE DIFFERENT FONTS AND FONT SIZES – Using a "signature" on an email is common. Using a different font for your signature and the body

of your email can create issues on the receiving computer if it does not have the same fonts you are using. Try to use a Times Roman, Aerial or Veranda fonts, common to most computers.

NUMBER 4. USE FLOWERLY LANGUAGE – Assuming the email is a business correspondence you should not get personal. Do not use Emoticons!



NUMBER 5. WRITE TO MUCH – Remember the average person will lose interest in your written text within

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Rate Highlights

Fixed Rate	Due In	Rate
3 Years	30 yr	6.65%
5 Years	30 yr	6.60%
7 Years	30 Yr	6.47%
10 Years	30 Yr	6.625%
10 Years I/O	30 Yr	6.75%
15 Years	15 Yr	7.00%
30 Years	30 Yr	By quote only

MARKET INTEREST RATES

Bank Prime Rate

12/13/05	7.25%
01/31/06	7.50%
03/28/06	7.75%
05/10/06	8.00%
09/29/06	8.25%
12/15/06	8.25%
02/23/07	8.25%

1 Year CMT (Treasuries)

10/16/06	5.01%
11/10/06	5.20%
12/15/03	4.95%
01/12/07	5.03%
01/26/07	5.10%
02/16/07	5.07%
02/23/07	5.05%

5 Year CMT (Treasuries)

10/16/06	4.76%
11/10/06	4.57%
12/13/06	4.54%
01/12/07	4.70%
01/16/07	4.82%
02/16/07	4.74%
02/23/07	4.69%

Balloon Payments Available!
Rates are Coming Down!

Add .125% for less \$1 million

Call for rates on loan amounts
greater than \$2million.

The Achtermann Commercial Lending Group, LLC
7671 Silver Springs St.
Canal Winchester, OH 43110
Phone: 614.833.1280
Fax: 614.834.5489
E-mail:



Marvin@AchtermannLendingGroup.com
www.AchtermannLendingGroup.com

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the first 20 seconds unless something catches their interest. State your point clearly and at the beginning of your email

NUMBER 6. INCLUDE MORE THAN 2 WEBSITE LINKS – Giving your reader more than 2 web site links to visit will help to ensure non visited. It will also increase the probability the email will caught by Spam filters.

NUMBER 7. HAVE A LARGE ATTACHMENT – Unless expected, no one likes to wait for a 2 MB file to download. Keep attachments as small as possible especially since the advent of email downloading to cell phones. Moreover, you need to have a good virus scanner in place since your customers will not be very happy if you send them documents full of viruses!

NUMBER 8. MAKE NO SENSE – The most important aspect of any correspondence is to make your intent and message clear. Try to get your idea across in the first or second sentence.

NUMBER 9. SEND YOUR EMAIL OUT FROM THE WRONG ACCOUNT – Many people have multiply emails accounts, personal and business. Be sure to send your email out from the correct account.

NUMBER 10. NO SIGNATURE – As with any business correspondence, the email must contain your contact information. Include your telephone numbers Your signature or return address will ensure the ability to respond to email. Or if you prefer you can always let your customer guess how to contact you.

Marvin D. Achtermann
Phone: 614.833.1280 Fax: 614.834.5489
7671 Silver Springs St. Canal Winchester, OH 43110
E-mail: Marvin@AchtermannLendingGroup.com

There are many other issues when using email as a means of communication. This would include at, the issue of confidentiality and privacy issues.

Any of the 8 "Commercial Notes" newsletters including a complete copy of the Section 1031 article are available by e-mail request.

Just e-mail Marvin@AchtermannLendingGroup.com requesting a copy and I will e-mail the entire PDF



If you have confidential information to give to the recipient of the email, it is not to use email as the means of communication. The internet for its many advantages also has many has its short comings. If you send some confidential information and you have it someone receive the email who should have not received it ... Will someone's attorney be contacting you?

Interest Rate Thoughts

An issue of Commercial Notes cannot be prepared without some thought about interest rates or factors that impact interest rates. One of the many items that have an influence on what interest rates are offered, are prepayment penalties. Every borrower really wants to know, "are prepayment penalties necessary?" About the same question we ask about taxes.

I am not sure the answer is a simple yes or no.

There are several varieties of prepayment penalties formulas. The lender is trying to protect their return on their loan by discouraging an early pay off. Although borrowers are not fond of prepayment penalties I believe it helps lenders to offer interest rate at their lowest rate possible. Without a prepayment penalty the lender would factor into his rate, a rate risk for the additional risk of possible lost income.

To help offset the future impact of a prepayment penalty, is structure the loan request to the future plans of the borrower. If he believes he will hold the loan for 20 years, prepayment penalties mean nothing. If the ownership period is something else, then logic would say to structure the loan according to the perceived future holding period.

