

redundant text; need to say something else here

Summer is HOT at [redacted]

use lowercase lettering (for better readability)

# We're Cooking up some incredible Prices!

## Our Summer Specials - Check out these Great

no rates are given; could say "our" and use a period to replace the colon

### Rates:

insert "of"

use lowercase

Savings up to \$10,000.

Move in now while the prices are HOT!!

consolidate with the above text (no rates given)

Friends, Freedom and Flexibility has now become even more

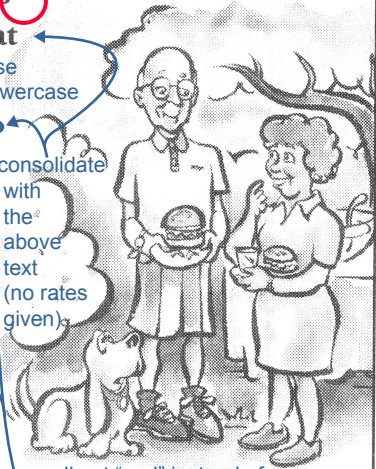
add comma (optional)

affordable!!

Call us for details and to schedule your tour!

friends are not typically "affordable" text

eliminate (redundant text)



spell out "and" instead of using an ampersand

## Call today for a free lunch & tour!!!

personalize this with "your" instead of "a"

eliminate extra exclamation points (use only one at a time)



A one of a kind retirement community

www.[redacted].com



move to left side of page and use larger font size

\*Call for details.

# RETIREMENT LIVING