YOU HAD A NEW CHILD OR GRANDCHILD

YOU STARTED PAYING FOR THEIR EDUCATION

YOU RETIRED

YOU WISHED YOU'D SAVED MORE FOR RETIREMENT

YOU WISHED YOU COULD AFFORD A VACATION

YOU SOLD YOUR HOUSE

YOU WERE DISAPPOINTED IN THE PERFORMANCE OF YOUR INVESTMENTS

YOU PAID TOO MUCH IN TAXES

YOU TURNED A YEAR OLDER

IF ANY OF THESE HAPPENED IN 2003...

PLEASE OPEN THIS ENVELOPE.

WM financial services
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HELP YOUR MONEY KEEP UP WITH YOUR LIFE...WITH A FREE

YEAR-END INVESTMENT REVIEW

Washington Mutual WMFS Q1 DM
Cell 8, Quantity 5818
WAM 00 055, February 6, 2004

Dear John Q. Sample:

Does your money know what you want it to do? That may seem like an odd question. But if you haven't updated your Financial Plan lately, matching your investments with your current goals—then your money may never achieve all you want. In fact, you and your money may not be working for the same things at all.

AS YOUR GOALS CHANGE, YOUR FINANCIAL PLAN NEEDS TO CHANGE TOO.

That's where I can help. I'm your personal Financial Consultant. I know you and your portfolio. And with a free, Year-End Investment Review, I can help you refocus your money on your current goals. All it takes is three simple steps.

STEP #1: TOGETHER, WE'LL EVALUATE YOUR CURRENT INVESTMENTS.

I'll show you how they compare to the overall market. And if you have accounts at other firms, please bring in those statements—so we can see how well your investments are working together.

STEP #2: I'LL SHOW YOU HOW YOUR INVESTMENTS SYNC UP WITH YOUR GOALS.

Balancing risk and reward is the key. If you're being too aggressive with money you'll need in less than five years, then I'll advise caution. If, on the other hand, you're being too conservative with savings that have decades to grow—then I'll show you what caution may be costing you.

STEP #3: I'LL HELP YOU MAKE CHANGES...TO REACH YOUR GOALS FASTER.

Research has shown that asset allocation determines more than 90% of a portfolio's overall performance.*
So for each of your goals, I'll help you fine-tune the balance of stocks and bonds—finding the mix of investment types that suits your goals best.

I'LL HELP YOU TAKE GREATER ADVANTAGE OF LAST YEAR'S TAX CUTS.

Most dividends and net capital gains are now taxed at a flat rate of 15% or less. As a result, many firms have significantly increased their dividends.† I can put these facts to work for you, helping you choose investments for greater dividend yield—and possibly increasing your after-tax income too.

THEN, FINALLY I'LL THANK YOU...WITH A COMPLIMENTARY $25 STARBUCKS CARD.

It's exclusively for preferred clients like you—and just one more reason to schedule your free, no-obligation Year-End Investment Review today. Please call *(222) 222-2222* to make an appointment.

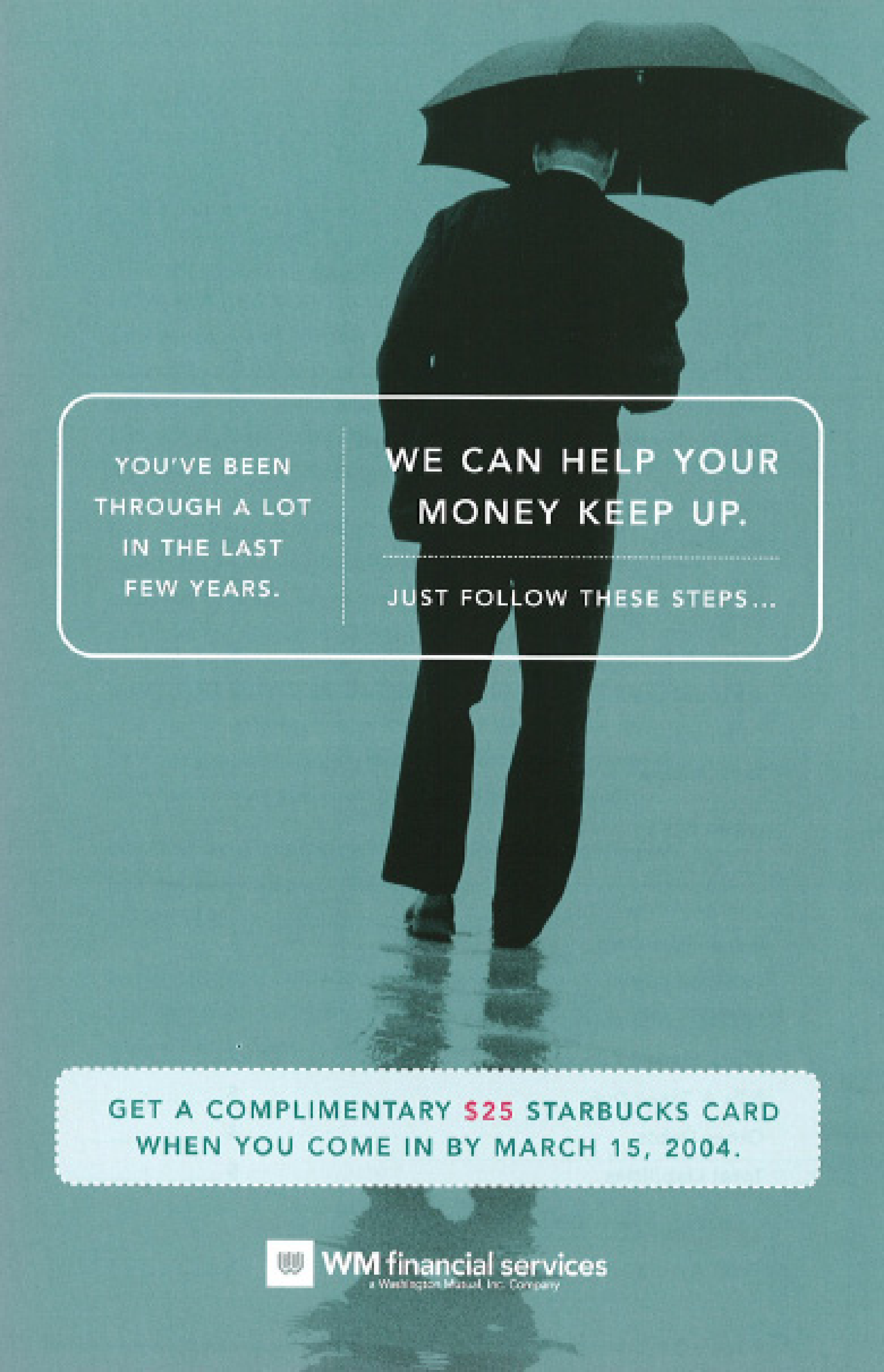
Sincerely,

Bob Strauss

Bob Strauss, Financial Consultant
1234 Sample St., Anytown, ST 01234, (222) 222-2222

P.S. Call *(222) 222-2222* to schedule your free, Year-End Investment Review by March 15, 2004. I'll thank you with a complimentary $25 Starbucks Card, and a pair of valuable free booklets—our *Annual Financial Planning Guide* and *The Essentials of Estate Planning*, full of smart information on taxes, fees, probate, and ways to avoid them. They're both exclusively for preferred clients like you.

See reverse side for important information.


YOU'VE BEEN THROUGH A LOT IN THE LAST FEW YEARS.
WE CAN HELP YOUR MONEY KEEP UP.
JUST FOLLOW THESE STEPS...
GET A COMPLIMENTARY $25 STARBUCKS CARD WHEN YOU COME IN BY MARCH 15, 2004.
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ESTATE PLANNING
IS ONE GOAL NO ONE LIKES TO TALK ABOUT
(BUT ONE THAT EVERYONE SHOULD).