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Marketing Letter :*Greg Unseth Painting and Exteriors*

(Letter left with customer in the field upon collecting a lead to prepare them for appointment with salesman)



Family Owned and Operated since 1981 – Serving Colorado's Front Range
3675 Address Dr., Ste A – Colorado Springs, Co – 80917
(719) xxx-xxxx <http://www.website.com>

Letter from Greg:

Dear Sir or Ma'am,

I'd like to thank you for giving us the opportunity to take an obligation-free look at your home, be it your paint job, old windows, or anything else we do as a home improvement company.

We've been the leader of this industry in Colorado Springs for a long time now—30 years in fact, as of 2011—for the simple reason that we like to treat our customers right. If you've ever dealt with in-home estimators before, if you're a little anxious about speaking with our specialist ... don't worry. We're not here to give you a high-pressure sale, we won't set up camp and hound you until you throw us out, and we won't start with bogus high prices and drop them with fake discounts until you buy.

My company has been in business (with a good reputation) for so long because we keep it simple. Sincere. And we're more than happy to evaluate what you've got, and give you a free estimate (which is good for a whole year—there's no hurry) in whatever ways we can protect your home.

All of our paint specialists are experts in their field, and have worked as painters for many years before becoming estimators. Our window specialists are well-versed in the great advances in modern energy-efficiency, and will love to show you how those technologies have improved by leaps and bounds over the years. In short, the specialist coming out to see you has been doing what they do for a long time, and is coming out to show you what we offer and to answer any questions you have—not to give you 'the hard sell'.

So again, we appreciate the opportunity to discuss your home improvement needs and show you how we can help. Remember: this is a free service. Always a free estimate. And never any obligation.

Thanks for inviting us over, and one of our specialists will be out to see you soon.

Sincerely,

Greg Unseth, owner of Greg Unseth Painting and Windows

P.S. – In case you have any other needs, I wanted to let you know that we paint exteriors, interiors, we power-wash, repair/replace siding (including Vinyl), install insulation, garage doors, windows, and build/repair decks and fences. If you have any questions about any of these other services, please feel free to ask the specialist about it when he meets you. Take care.