**Email Template #1**

Subject Line: **Get Excited…BuilderBooks Has Added Even MORE Books to Help You Build Your Business!**

**Grow your business to new heights this year by utilizing these three invaluable resources.**

**Partnering with Brokers to Win More Sales:** If you are a builder or builder’s representative, you have an uphill road with many obstacles when it comes to working with brokers. Partnering with Brokers to Win More Sales is dedicated to educating builders and new home salespeople on how to work effectively with real estate brokers to increase new home sales.

**Single Family Builder Compensation Study, 2017, Edition:** The Single-Family Builder Compensation Study, 2017 Edition provides compensation and benefits data for 39 common positions at single-family home building companies. Builders can use results to benchmark what they pay their employees against the current industry average.

**Social Media Marketing for Your Business:** Social Media Marketing for Your Business shows you how to create a winning marketing plan by carefully setting goals, creating strategy, and targeting audiences. This book will help you take a long-term approach to building and maintaining an effective marketing strategy with social media as a main component.

**Email Template #2**

**Subject Line: Help Your Clients Green Their Homes with Our New Release!**

**Let the "Green Home Coach" Marla Esser Cloos be your guide!**

*Living Green Effortlessly* can help you explain the value of creating a green home to home buyers and home owners. From integrating smart technology into a home to planting a rain garden, there are all kinds of ways to live greener. The book covers these topics:

* Home systems—windows, appliances
* Household products—from cleaning products to paper goods
* Smart technology
* Landscaping
* Documentation
* Home maintenance—including a checklist for every season

As the green movement is becoming mainstream, home buyers are realizing the value of green homes. Based on data from NAHB, green home buyers currently represent 26-33% of the total housing market. For single family homes, currently 19% of construction projects are dedicated to including at least 90% green materials—by 2018 this figure will increase to 38%.

The book serves as the link between the home industry, including builders, architects and manufacturers, and consumers, including home owners and residents. The information in the book can help home industry professionals start the conversation with home buyers about making an existing home healthier and more sustainable.

To purchase your copy of Living Green Effortlessly, visit BuilderBooks.com.

Get your copy today at BuilderBooks.com!

Be sure to follow BuilderBooks on Twitter [@BuilderBooks](twitter.com/builderbooks) for discounts, information on new releases, industry news and more!

**Email Template #3**

**Subject Line:** New Release! Get Your Copy of The 2017 Remodelers' Cost of Doing Business

Have you ever wondered what other Residential Remodelers like you are earning?

Or more importantly, how much you should be making in your remodeling business? *The Remodelers’ Cost of Doing Business Study, 2017 Edition* contains the benchmarks you need to compare your business to remodeling firms like yours, as well as with the industry as a whole.

NAHB’s economics and business management experts collected and analyzed financial statements for fiscal year 2015 from remodelers across the country. The Study provides detailed information on important indicators such as gross profit, net profit, assets, liabilities, owners’ equity and financial ratios.

The information is aggregated to allow you to compare your firm’s financial information to other firms within the industry. And it enables you to pinpoint areas of improvement, increase efficiencies and make informed decisions about future profit and budget goals.

Get your copy today at BuilderBooks.com!

Be sure to follow BuilderBooks on Twitter [@BuilderBooks](twitter.com/builderbooks) for discounts, information on new releases, industry news and more!

**Email Template #4**

**Subject Line:** Want to Find the Hidden Profits in Your Business?

Let our new title "Finding Hidden Profits" be your guide!

Written by industry expert Dennis Dixon, “*Finding Hidden Profits: A Guide for Custom Builders, Remodelers, and Architects”* describes how to position your business to make more money through five key elements:

* Allowances
* Change orders
* Draw schedules
* Detailed specifications
* Comprehensive contracts

As an industry professional, you know there are few shortcuts in the construction business and no substitutes for being organized. From choosing the right clients to setting expectations through clear communications and a comprehensive contract, *Finding Hidden Profits* provides practical advice, simple formulas, and useful tips you can use to start finding the profits hidden in your business today.

Pick up your copy today at BuilderBooks.com.

Be sure to follow BuilderBooks on Twitter [@BuilderBooks](twitter.com/builderbooks) for discounts, information on new releases, industry news and more!

**Email Template #5**

**Subject Line:** A Staple for Builders: Residential Construction Performance Guidelines

Get one of the industry's best resources!

For more than 20 years, the *Residential Construction Performance Guidelines* has been the most widely used recommendation by the home building and remodeling industry on how homes should perform during the warranty period.

This reference tool helps builders and remodelers manage customer expectations and resolve customer complaints, while delivering high-performance homes.

The Residential Construction Performance Guidelines, 5th Edition has also become the accepted tool in many locations through the country for evaluating performance by parties under residential construction contracts when a dispute may lead to litigation or arbitration.

Get your copy today!

Be sure to follow BuilderBooks on Twitter [@BuilderBooks](twitter.com/builderbooks) for discounts, information on new releases, industry news and more!

**Email Template #6**

The *Cost of Doing Business Study, 2016 Edition* reveals that total revenue for single-family builders are on the rise.

The biennial study is conducted to see how much profit builders like you are earning― and helps you make informed decisions in setting profit goals. The study helps you pinpoint areas for improvements, set budget targets, and create a road map for boosting profitability and increasing efficiency.

You can also use this study as a benchmark for your business by comparing your net profit to that of similar building companies in your region.

Once you analyze your company’s performance, you can use the findings to make better business decisions and influence the behavior of others who impact your company’s success.

Pick up your copy today!

Be sure to follow us on Twitter @BuilderBooks for discounts, information on new releases and more!

**Email Template #7**

**Subject Line: Using Social Media to Help Your Business**

Why should you invest in social media? Because that is where the home buyers are! Using social media to influence buying behavior is as dependent on a strong foundation as is the structural integrity of the homes you’re building.

A 2017 [ViaSearch](http://www.viasearch.com/About/) survey reported that **72 percent** of home buyers think it is important for home builders to use social media, as they use social media in their decision making process. Even if they aren’t taking an immediate action, they’re being influenced by what they see online.

In *Social Media Marketing for Your Business,* Carol Morgan outlines how to take a long-term approach to building and maintaining an effective marketing strategy with social media as a main component. One of the most important steps Carol highlights is setting goals. Determine what action you want your audience to take—then have the post encourage them to do it. Here are six goals you should consider when building your social media program:

1. **Increased Website Traffic:** More traffic to your website means more buyers. You can use social media to drive traffic to your site by posting relevant content on blogs, social networking sites, and online public relations and linking back to your website.
2. **Improved Website SEO:** Search engine optimization uses specific strategies to boost a website’s ranking in search results for a variety of keywords. One way to improve organic search results and the relevance of a site is to create quality links from quality sites to your website.
3. **Reputation Management:** Your reputation is critical. Your customers start their search for your product or service online, making it imperative to have a process of handling customer concerns and complaints, as well as warranty issues. To manage your reputation, fill your page-one search engine results page with desirable content.
4. **Engage with Followers:** The main reason why people follow brands on social media is to get something. It’s all about the “me” in social media. As a business, you must provide social networkers with a reason to follow you, such as a coupon or incentive just for the fans that follow you on Facebook.
5. **Increased Brand Awareness:** Your social networking should fulfill your brand promise and positioning. Online branding is a comparatively inexpensive versus using traditional media. A first step in branding your company online is to ensure that your company logo and colors are on every website and social media site that you participate in.
6. **Completed Website Contact Forms:** We all want more leads and more sales. Use social media advertising to send clicks to the company’s website contact form to increase the number of generated leads. Social media can help build a sales funnel by creating a social lead capture for various social media sites or campaigns.

For more information on how to implement a social media strategy for your company, pick up your copy of *Social Media Marketing for Your Business.*

**Email Template #8**

**Subject Line: Why Builders Need Brokers**

In *Partnering with Brokers to Win More Sales*, Quint Lears gives practical suggestions to help you create long-term, powerful and productive relationships with your local real estate brokers. Now more than ever, it’s imperative to include broker partnerships into your sales strategy to help increase your bottom line. Here’s why:

* Even with social media and technology, broker participation is up. 88% of buyers purchased their home through a real estate agent or broker.
* Many of your future buyers need to sell their existing home before they can buy a new home.
* Buyers are loyal to their broker—64% of sellers who used a real estate agent found their agents through a referral by friends or family, and 25% used the agent they previously worked with to buy or sell a home.

Bottom Line: The brokers have the buyers and it is essential to have the brokers working for you and not against you. For more strategies and tips on how to establish and foster relationships with brokers, pick up your copy of *Partnering with Brokers to Win More Sales* today!