

Bobbi Landis

From: Bobbi Landis
Sent: Thursday, February 28, 2019 7:55 AM
Subject: Announcing: 2019 Cabin Fever Special (Liberty) Toolkit
Attachments: 2019 Cabin Fever Special Flyer.pdf; 2019 Cabin Fever Special - Early American Std. Liberty.pdf; 2019 Cabin Fever Special - Early American Std. Liberty OL1.pdf; 2019 Cabin Fever Special Floor Plans (Liberty).pdf

Importance: High

Good morning, everyone. I hope this message finds you well.

As a follow-up to my email earlier this week, here are the new feature home details...

2019 Cabin Fever Special (Liberty in Early American logs): SAVE \$15,035

- Liberty: 1,552 sf, 3 bedrooms and 2 baths
- 6x8 D **Early American*** (aka cabin grade) **Traditional Solid Logs** with Mortise & Tenon Corner.
- **Only one** package is available at this discounted rate!
- **No changes** can be made to the plan or to the package components.

***The Early American traditional solid logs available for this package will have 'slightly' more checking and staining (primarily chocolate) in addition to very limited visible strip marks that did not mill out during profiling. The logs, as always, will be graded in accordance with the LHC grading standards. It is important to communicate this information to your customer so they fully understand that they are purchasing Early American logs as opposed to our first-quality logs.**

TIMEFRAME DETAILS

- **Deposit by** April 1, 2019
- Feature home promotion **expires** April 1, 2019
- **Delivery** must be taken within 90 days of expiration date but **no later than July 31, 2019**

PACKAGE COSTS/DETAILS

- This price **includes Zone 1 Shipping**. See option list for Zone 2-6 shipping costs.
- Sales Tax will be collected where applicable.
- 10% deposit is required. Total 20% pre-cut deposit. Balance on delivery.
- **Retails for \$127,030 / Feature Home special offer \$111,995** (delivered to Zone 1)
- **TOTAL SAVINGS of \$15,035**

COMMISSION DETAILS

- **Flat Commission Rate of 8%** to the selling representative.

MARKETING TOOLKIT *Attached hereto for your review.*

- Promotional flyer for distribution via email or to hand out at your shows and open houses, etc.
- Complete materials list
- Option List (2-6 Zone Shipping Costs)
- 8 ½ x 11 floor plans and elevations

WHAT WE WILL DO to market this promotion:

- Place the feature on our homepage
- Blog about the feature home
- Include the feature home as a “Featured Design” on the Design Center
- Add the *2019 Cabin Fever Special* to your web mail template library
- We will also place this special offer on Facebook Marketplace and Craig’s List and encourage you to do the same.
- The 2019 Cabin Fever Special Toolkit references have been saved to the Portal>Current Promotions for future reference.

Questions? Please let us know. Otherwise, happy selling!

Have a great day, everyone!

Bobbi