

Buildable Email Campaign

Email 1

Subject: Your Buildable estimate is coming, [FNAME]

Hi [FNAME],

My name is Nick Parisi, CEO of Buildable. I just want to let you know that estimates take a bit of effort , so you should expect to see yours within 24 hours.

One thing you might want to know in the meantime is that building your dream home is much more attainable than you might think. It's not the Mount Everest people make it out to be. It's more like Mount Soledad.

Did you know that Buildable is the only company in San Diego that helps you find your perfect piece of land, design your dream home, and build it? It's one-stop shopping for those seeking a custom-built home. And we believe that communication is critical, which is why we will always keep you informed every step of the way.

"Working with Nick and his team has been a smooth and great experience!" –
Tom, Poway

Our team, which you can check out here, has built more than 1000 homes, from modest two-bedroom bungalows to 25,000 square-foot mansions.

Here's an example of what we do while you wait for your estimate to arrive:



I know building a home is a big decision, [FNAME], so I'll be sending you a little bit of information over the next couple of weeks to help you. And, of course, your estimate will be arriving shortly. If you ever have any questions, you can schedule a call with me.

(signature)

Email 2

Subject: [FNAME], your estimate is ready

Hi [FNAME],

It's Nick again from Buildable. Your personalized estimate is attached to this email. But I also have some information that could be very important to you and an image you might enjoy.

Home inventory is historically low (down 60% year-over-year), prices are historically high (median price up 15%), and there is more competition than ever before. Did you know that the median price of a home here is up to \$865,000? Even the least desirable homes are commanding premium prices.

What does this mean for you? Now is a bad time to buy but a great time to build.

There are 30,000 vacant lots in San Diego. Even if you don't see a lot in an area you like, we actively reach out to owners to bring lots onto the market. Our active search process provides you with land options that you can't find anywhere else.

Check out how we helped Kate build her dream home. We can help you do the same.

"We struggled to find the home we wanted in this market, so with Buildable's help, we created one ourselves." – Kate, Escondido

I'm sure you've heard that good things come to those who wait. But did you know that you can build your perfect home in as little as 18 months? It sure beats wasting time searching for a home and competing with dozens of other buyers for a grossly overpriced house.

[FNAME], Imagine how amazing it will feel to relax in a home you designed and customized just for you and your family.



If you want to take advantage of this perfect time to build your dream home, schedule a call. I'll throw in a free consultation that will help give you an overview of the land market.

(signature)

Email 3

Subject: What if someday was now, [FNAME]?

Hi [FNAME],

It's Nick again, from Buildable.

Most people dream about building a home someday. The problem with someday is that, for most people, it remains on the horizon, always in the future.

Would you like to know about another common problem we see?

The range of negative emotions that people report when thinking about building a home can be simplified into one emotion: Fear.

And the one positive emotion? Excitement.

Would you like a tip on how to eliminate the fear? Partner with an experienced company that can help you with the entire process from start to finish. We also have over 60 years of experience and are experts in all areas of real estate and building homes for people just like you.

Something else to consider, building a home is much easier than you would think. Check out the entire process.

"I always wanted a custom home tailored for my family and lifestyle. I just didn't know where to start. Buildable made it nice and easy." – Leigh, San Marcos



Schedule a call with me today, [FNAME], and I'll include a free consultation to better help you understand how we can build a home around your unique lifestyle.

(signature)

Email 4

Subject: [FNAME], did you know that financing...

Hi [FNAME],

It's Nick again, from Buildable. I have something interesting to share with you today that most people don't realize:

Financing a build is as easy as getting a mortgage.

Check out this useful resource if you want to read about all the exciting benefits of financing your dream home. There are also some frequently asked questions on that page.

"We had no idea that the construction loan process was so similar to a traditional mortgage when buying." – Edward, Encinitas

As I mentioned in a recent email, you get more value right now with building a home, but we also help you make smart decisions and stay on budget. It's a process that has proven to be successful for others just like you.

Simply put, there is no reason now to settle for someone else's vision of their dream home. We can help you bring your unique ideas and vision to life.



Your dream home is within your reach, and it starts with a phone call, which you can schedule here. You have nothing to lose but so much to gain.

(signature)

Email 5

Subject: What are your reasons NOT to build a home, [FNAME]?

Hi [FNAME],

It's Nick again, from Buildable.

Do you want to know something I hear often? I want to build my dream home but...

People have many reasons for not pursuing their home-building dream. The ones we hear most often are:

- I don't know where to start
- I'm worried building a home will take over my life
- I'm worried it will be too stressful
- I'm fearful it will go way over budget
- I'm hesitant to trust someone with this big decision

However, when you partner with a company (like us, for instance) that is with you every step of the way, you greatly reduce your risk and stress.

"We were very apprehensive about building a home, but Nick and his team were wonderful and guided us every step of the way." – Joanne, Carlsbad

My aunt Michelle, and co-founder of Buildable, (Yes, it's a family-run business) is a Subject Matter Expert (SME) for the California Contractors State License Board. She's also a world-class construction executive who will deliver your high-quality home on time and on budget.

Another member of our team, Real Estate Director, Ross Godwin, is an expert real estate broker and San Diego native who's overseen tens of millions of dollars in transactions during his career. Only two percent of real estate transactions in San Diego are land and he's an expert.

Imagine how you would design your dream home; what you would include?



If you schedule a call with me today, I'll include a free consultation so we can go over your creative ideas for your perfect home and how Buildable can bring your dream to life.

(signature)

Email 6

Subject: How satisfying would it be, [FNAME]?

Hi [FNAME],

It's Nick again, from Buildable, if you didn't already guess by now.

I'm reminded of an old proverb: The best time to plant a tree was 20 years ago. The second-best time is right now.

This will be the last email I send to you, but I wanted to mention the reasons why people just like you want to build their perfect home:

- You get to design it exactly how you want
- Buying land is easier than you might think
- You get to build a house that is perfect for your family
- You get better value right now compared to buying
- You get the satisfaction of seeing it from start to finish

One problem I see often is that people want to wait for the perfect time. But life is busy and unpredictable and if you wait for perfect, it may never come, and your dream may get lost. Years from now, would you rather be living in your dream home or filled with regret over not following your dream?

“What's great about Buildable's experience is that they helped me refine my vision for my dream home, making it better than I imaged .” – Jacob, Rancho Santa Fe

Check out our blog article on the Experience of Building Your Dream Home and see how it makes you feel. Building a home isn't that difficult, and we'll be there every step of the way to help you.

Remember, Buildable is the only company in San Diego that helps you find the land, design your dream home, and build it. Our experience spans decades and

more than 1000 home builds. We manage everything so you don't have to. (It couldn't be any more stress-free.) And we have clients who have built multiple homes with us over the years.

Schedule a call with me today. You have nothing to lose, [FNAME], but so much to gain, as in the home of your dreams.



(signature)