

C6

Option 1

Email #1

If only she'd known...

We spoke about your renovation yesterday.

You decided you did not need to do our initial **Needs and Options Review**. We were curious as to why?

Before you write off doing our **Needs and Options Review** service let me tell you a little story.

If only she'd known...

Recently a friend told me a story about a woman who lost hundreds of thousands of dollars...

The woman's husband, a heavy smoker, was having chest pains so they took him to the doctor and discovered he had multiple spots on his lungs...

His cancer was so far advanced they didn't do any additional tests.

Five days later he died.

The woman's husband, who was retired military and had spent his whole life serving his country, had a retirement pension.

But, because he was diagnosed with lung cancer, she was not entitled to his pension when he died.

She later found out that had he been diagnosed with throat cancer, she would have been entitled to his entire pension.

The doctors felt there was a good chance that he actually had throat cancer and that it had metastasized to his lungs, only at the time they had no reason to run further tests.

Unfortunately when she found out about the pension qualification issue, his body had already been cremated.



If only she had known earlier, she would have had an autopsy done. And, if the results had proved it was throat cancer, she would have received 100% of his pension, versus being left with nothing.

The military knew the information, but didn't offer it to her. The doctors probably had seen similar cases where insurance didn't pay for something, but they didn't warn her to check into things or advise her that a complete diagnosis might be beneficial to her.

And of course, it never occurred to the woman that such a thing could occur. The information that would change everything came too late.

The right information available at the right time is everything.

Highly successful renovations are all about having access to all the information early.

But when projects are rushed and short cuts are taken then people do not discover all the options they have (or what they really want) until the concrete has already been poured.

Without getting a full **Needs and Options Review** conducted before the builders get on site home owners regularly short change their design.

Late discovery of your real needs or options leaves you crying...

“If only I had known”

That is why we created the **Needs and Options Review**

...at some point during your renovation, you are going to discover a way to make your renovation better.

That is a given. It always happens.

It could be a design change. It could be a window or door in a better place It could be the layout of a room. But sooner or later, you're going to want to make a change.

There are two times to discover you have found a better option.

- 1) In the Needs and options review phase because you have invested the time upfront with your architect or
- 2) In the building phase

If you discover better options before the design phase then you can make the changes effortlessly.

Discover better options or unaddressed needs late and you pay exponentially more or worse, live in a house where you settled for a lesser option.



Question: ‘Can I save money by not paying for a **Needs and Options Review?**’

Answer: ‘Not doing a full **Needs and Options Review** can be the most expensive decision you make during your renovation.

With a **Needs and Options Review** *you will never have to utter those tragic words*

...”*If only I had known*”

Book your **Needs and Options Review** today and we will include a \$200 voucher you can put towards this service.

This voucher expires on X days at 5pm.

Call me on xxxxxxxxxxxx or email xxxxxxxxxxxxxxxx

Kind regards

(Name)

PS Get your **Needs and Options Review** booked before the (date) and use this \$200 voucher to put towards avoiding your ‘If only I’d known’ moment

Option 1 Email #2

Hi (name)

Two days ago I sent you an email titled ‘If only she’d known’.

This email was outlining the pain of not doing adequate review of your needs and options when renovating.

We started offering this essential service because we were seeing so many people disappointed when they discover they could have had a better design if they had taken the time to discover their options in greater detail upfront.

In fact we refuse to work with clients unless they have conducted proper research on their options. We hate to see people disappointed.



We offered you \$200 discount on a **Needs and Options Review** get you to change your mind to protect your project but we have not heard back from you.

We cannot understand why you'd want to skip this important step.

So I just wanted to remind you that your voucher expires at 5pm Friday. To book your renovation **Needs and Options Review just call xxxxxx or email xxxxxxxx**

Kind regards

(Name)

PS Get your **Needs and Options Review** booked before the (date) and use this \$200 voucher to avoid an 'If only I'd known' moment

Option 2 Email #1

Hi (name)

You spoke with (Name) yesterday about your renovation.

Can I ask you a small favour?

Would you kindly complete this short 3 questions survey (takes 60 seconds)

As a thank you, we have a gift once you submit your answers.

Thank you in advance

(Name)

As soon as they submit the survey they automatically get taken to a video where they are told that they can print off a voucher for \$200 to go towards their Needs and Options Review session



Option 2 Email #2

Final Notice

Hi (Name)

You completed a survey from us recently and were given a \$200 voucher to use to get a Needs and Options Review with award winning architect (Name)

We have not received your booking yet.
I just wanted to say that this voucher expires 5pm (date)

Simply call the office on xxxxxxxx or email xxxxxxxxxxxxxx before Friday 5pm.

(Name)

PS Here are **five reasons** why you would want to get your **Needs and Options Review** done before (Date/time)

- 1) You save \$200
- 2) You will understand exactly what you need from your renovation BEFORE you start design and building
- 3) You will understand your design options BEFORE you start design and building
- 4) You will never say 'If only I'd known' when making changes is too late or too expensive
- 5) If you renovate with (Name) you will get the best outcome because (Name) can use his extensive knowledge of hundreds of previous jobs he has successfully completed and bring the best ideas to your job. Use a less experienced architect and they will be learning on the your job.

