

New Haven Homes is an award-winning custom home builder in Albuquerque, New Mexico.

300%

Increase in signed contracts using the Builder Newsletter

Prior to using The Builder Newsletter, Bill would average 1.5 home sales per parade. He has now built a total of 5 homes for clients he met at the 2015 parade alone. When using the newsletter to follow up with prospects, Bill averages 3.5 homes per parade.

68%

Leads still engaged

Four years later, 68% of the contacts that Bill connected with during the 2015 Parade of Homes are still subscribed to his newsletter.

916%

Increase in subscribers

We sent Bill's first newsletter way back in 2011 to 62 leads and key influencers in his community. Bill has steadily grown his list (we'll show you how). Now in early 2019, every month he's staying top-of-mind with 568 prospects and potential referral sources.



## “Couldn't Be Easier”

The Builder Newsletter is central to our Parade of Homes success. Before we used this system, it was impossible to keep up with leads over time. Since using the newsletter, I invest energy with real prospects and let the newsletter stay connected with those who are not quite ready to go. No more chasing people down. When they are ready, they reach out to me. It doesn't get any easier than that.

— Bill Reynolds

## Sample Newsletters



## Can Our Newsletter Help You Sell More Homes?

Let's find out. Get your questions answered and decide for yourself.

Contact David Henry at david@newsletterforbuilders.com or call (540) 220-4147.