



An example of one of our bids, showing and explaining all the elements.

## Marketing Spins

*Text for email to send with the flyer that tells a customer what he is looking at, written with different target audiences in mind.*

### Spin 1) General Contractor/Builder

I wanted to show you how we prepare a bid, so you'll see how our estimating process is unique in the industry. We clearly define everything we will produce for you, line item by line item. You can see from the sample I am including that there will be no hidden costs or unexpected surprises. So send us your plans, so we can assemble a bid for you, and we will likely be calling you during the estimating process to verify we are bidding exactly what you want.

### Spin 2) End User

We at Stone Legends would appreciate the opportunity to place a bid for your building project. I am including a sample of one of our bids to show you one of the reasons our products and services are unique in the industry. This sample shows you our typical line item bid. There are no mysteries here. Everything we intend to produce for you is carefully detailed, line by line. We leave no cost undocumented, what you pay for you will receive, and if the bid is not exactly what you want, you can make any changes, and we will resubmit a new bid to you, until we match exactly what cast stone you want.