

Hey <NAME>,

A couple of months ago I got into this HGTV phase where I was watching a ton of home improvement videos and going through contractors' portfolios. I remember going through your website back in my phase and I came across it again today.

I love that your company values sustainability. So many businesses don't take waste or the environment into account so it's very commendable that you're conscious of that.

Your homepage stood out to me because I noticed something you could add to build more trust with your ideal prospects and collect new customers.

It's this tactic known as "instant rapport" because it shows that you understand your prospect's concerns when hiring a contractor, which instantly builds rapport.

I don't want to get too much into the ins and outs of how it works, but I'm going to make a personable <FV> so you can see for yourself.

If you're interested I'll send it over when I finish it, just let me know.

Thanks,

<NAME>

P.S. I know HGTV and real-life renovations are very different. It's just cool seeing the transformations