

**Message 1:**

**Subject Line: Elite Remodeling in SF**

Hi (First Name),

Your home remodel project should be a source of excitement—not stress. A large-scale remodel in the Bay Area is a construction project on a level above all the rest, and with many moving parts and large investments, you deserve a partner that will take the stress out of the equation every time.

The 6,000 ft<sup>2</sup> “Saratoga House” in Saratoga, CA, featured in the October 2006 issue of *California Home + Design* magazine, was a head-to-toe remodel. We were tasked with creating a suspended reflecting pond, an interior solid mahogany bridge with glass/steel railings, standing seam lead roofing, and a 21-foot stacking, sliding door. When we finished, the client had a state-of-the-art structure that they were excited to call home.

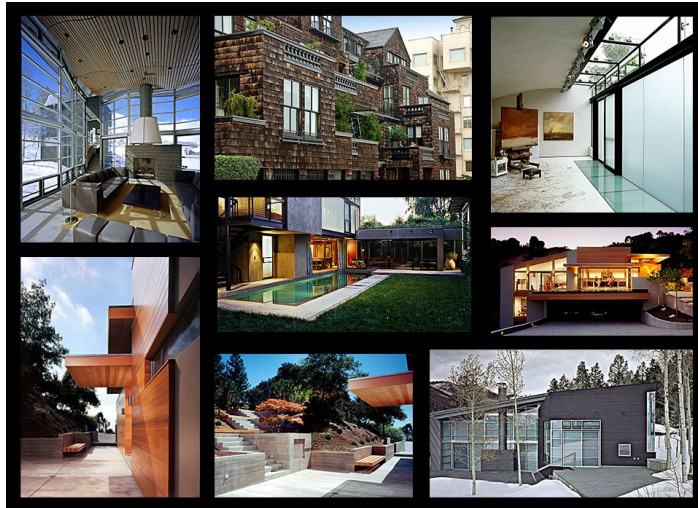


My name is [REDACTED], President of [REDACTED]. For 70 years, we’ve been the leading residential and commercial construction management company in the San Francisco Bay Area because of our flawless execution of beautiful designs and remodels. Our clients know what

they want, and no matter how complicated their ideas, we know how to realize them. **That's why our customer loyalty is at 100%.**

May I give you more information?

Below you will find more photos from recent projects, which I share with permission from the owner; our customers require anonymity as these structures are their private homes. As a client of ours, we would extend the same respect to you.



If the above interests you, (First Name), I'd love to offer you a 30-minute pre-construction evaluation of a project idea you have to advise on next steps, clarify your idea, and plan how to get it off the ground.

*"[redacted] team at [redacted] continued to manage our expectations throughout the process. Their fair and honest approach allowed us to trust their judgement on a lot of difficult decisions. The house and grounds are beautiful."* -- Tech CEO, Palo Alto CA

Are you interested?

Sincerely,

[redacted]

**Message 2:**

**Subject Line: Re: Elite Remodeling in SF**

Hi (First Name)

Checking in to see if you received my previous email regarding an elite large-scale remodeling project for your home? (In case you missed it, I've attached it below).

May I give you more information?

Best regards,



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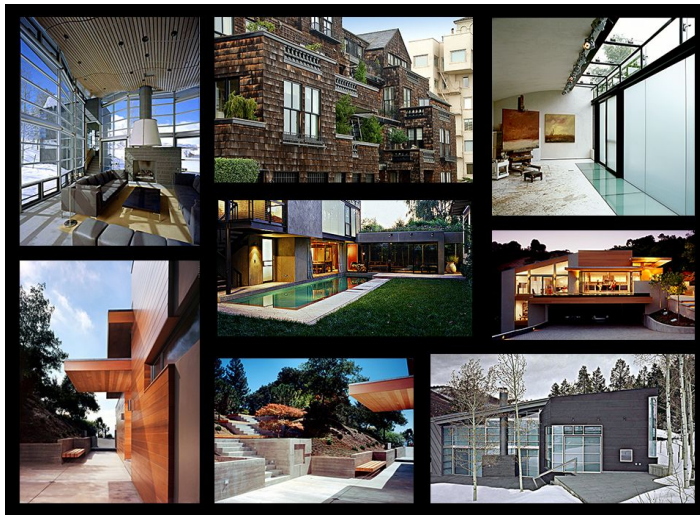
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Are you interested?

Sincerely,

[REDACTED]



**Message 3:**

**Subject Line: Top-Tier Construction (Remodel)**

Hi (First Name),

Whether you're building or remodeling your dream home or commercial property, the small details are what make it perfect. So why not demand perfection with your large-scale remodel project and the company managing it?

I built my business on the fact that busy, high-level individuals **do not have time to manage every small aspect of their construction projects**. However, they know that attention to detail is of the utmost importance. That's why we offer A-Z management and oversight, whether for your private residence or commercial property.

You need your project to be not only beautiful, but also on time and on budget, so we always create a realistic timeline from the beginning and become your trusted partner through honesty and transparency.



The “Palo Alto House” (above) was on the historic register of the city, but needed a revamp—so, as architect Joseph Bellomo said, “We took an historical home and gave it a heart attack.” While maintaining the integrity of the home, we completely modernized it with an infinity pool, pool house, studio, and offices with plaster, zinc and glass exterior finishes, and smooth plaster walls with epoxy and maple floors.

“**██████** team at **██████████** continued to manage our expectations throughout the process. Their fair and honest approach allowed us to trust their judgement on a lot of difficult decisions. The house and grounds are beautiful.” -- **Tech CEO, Palo Alto CA**

***Building quality pieces of architecture is what inspires us, because each project is as unique as the person behind it.*** If you have a project you are considering, whether it's a residential renovation, office or retail construction, or seismic upgrade, I'd love to offer some complimentary time for you to bring your idea to life.

Would you like a no-obligation evaluation from a construction manager on the scope of your project?

Thank you,



**Message 4:**

**Subject Line: We Built the BatCave**

Hi (First Name),

Remodeling a space to match your creative vision can be extremely exciting—it can also be extremely stressful. From evaluating real estate, designing, building, and decorating all the way through finally putting your key in that door, there are a million balls in the air that can at any moment put you behind schedule, over budget, or in the middle of an improperly executed project.

My clients have enough on their plate without getting calls about construction roadblocks every day. That's why we manage every aspect of the project, analyzing your ideas, then providing a **realistic** plan and budget.

If you are considering a residential rebuild or commercial construction project in the San Francisco Bay Area, we should talk.

In fact, if you do have a project idea, I'd love to offer you a complimentary project evaluation to provide **honest expert feedback on the scope of your potential project**.

(OK, we didn't actually build the BatCave, but I guarantee you will be impressed by the projects we DID complete. Take a look at some of our recent projects, shared with permission from the owners).

*"...adding to, and modifying existing buildings on a complicated site, with architect, engineers and interior designer, all orchestrated by [REDACTED] and the [REDACTED] crew into a project that truly exceeded our expectations."* -- Estate Owner - Woodside CA



Best,

[REDACTED]

**Message 5:**

**Subject Line: Remodeling?**

Hi (First Name)

For your large-scale remodel or build, you know you'll need a contractor. But did you know in order to make your life easier (and keep you on time and on budget), you may need a two-in-one construction manager and contractor to execute the entire scope?

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My name is [REDACTED], and my company [REDACTED] handles every aspect of your residential or commercial construction project—from contracting, to design, to execution—as



your partner, so that you can focus on the core responsibilities in your life without fielding calls from contractors every day.

At the level of renovation you're looking at, **you should be getting everything exactly the way you want it.** No exceptions. After 70 years in business, I can confidently offer you outstanding attention to detail and a beautiful final product for any projects we execute for you.

Let our work speak for itself...

(My utmost priority is to protect my client's privacy, but with their permission I'd like to share some images from recent projects).



Get us involved at the earliest stage possible, so we can foresee any potential issues and prevent them with a solid plan. **Would you be interested in a complimentary evaluation of your project idea? I will provide expert advice to get your idea off the ground, even if it is not with us.**

*"...adding to, and modifying existing buildings on a complicated site, with architect, engineers and interior designer, all orchestrated by [REDACTED] and the [REDACTED] crew into a project that truly exceeded our expectations."* -- **Estate Owner - Woodside CA**

Best regards,

[REDACTED]

**Message 6:**

**Subject Line: Re: Elite Remodeling in SF**

Hi (First Name),

██████████ here following up with you regarding my previous message about your building project. If you missed it, please see below.

Would you like to take me up on my offer of a complimentary project evaluation?

Best,

██████████

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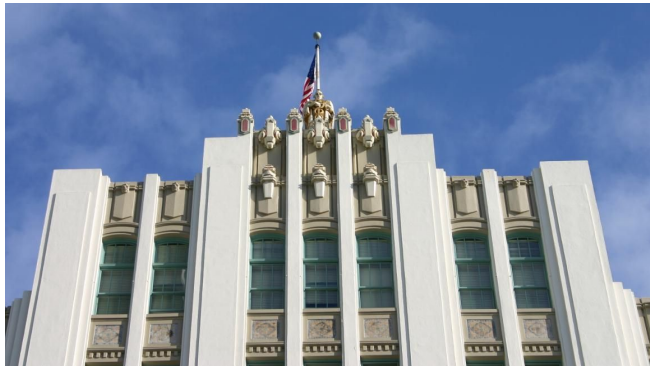
**Message 7:**

**Subject Line: Construction partner**

Hi (First Name),

Whatever commercial construction project you are considering, it is important to have a construction manager you can trust to keep it on budget, on time, and produce a quality result that will stand the test of time—and stand out among the beautiful architecture the Bay Area has to offer.

The 55,000 ft<sup>2</sup> “Vintage Tower” in downtown San Jose, CA was built in 1928 and originally known as the Medico-Dental Building. [REDACTED] was brought on board to renovate the medical office suites into apartments, with a long-range goal of converting them into condominiums. After renovating the building inside and out, it continues to impress with its vintage charm, but now with updated amenities and increased potential.



May I give you more information?

From real estate, to design, to executing the build, we excel at:

- High-end multi-unit townhouses and condominiums
- Hospitals and medical facilities
- Retail facilities
- Seismic upgrading, tenant improvements, remodeling, and renovation
- Multi-story reinforced concrete and structural steel office buildings

My name is [REDACTED], President of [REDACTED]. We've been building unique designs for commercial and residential properties and repurposing the finest buildings in the San Francisco Bay Area for 70 years. Our reputation speaks for itself as the premier building partner for the Bay Area elite.

I'd love to offer you an expert consultation to discuss any pre-construction ideas or plans you have. I will give you complimentary, honest feedback on the scope of your project so you can move forward with confidence.

Are you interested?

Best regards,

[REDACTED]



**Message 8:**

**Subject Line: Architecture as unique as you**

Hi (First Name),

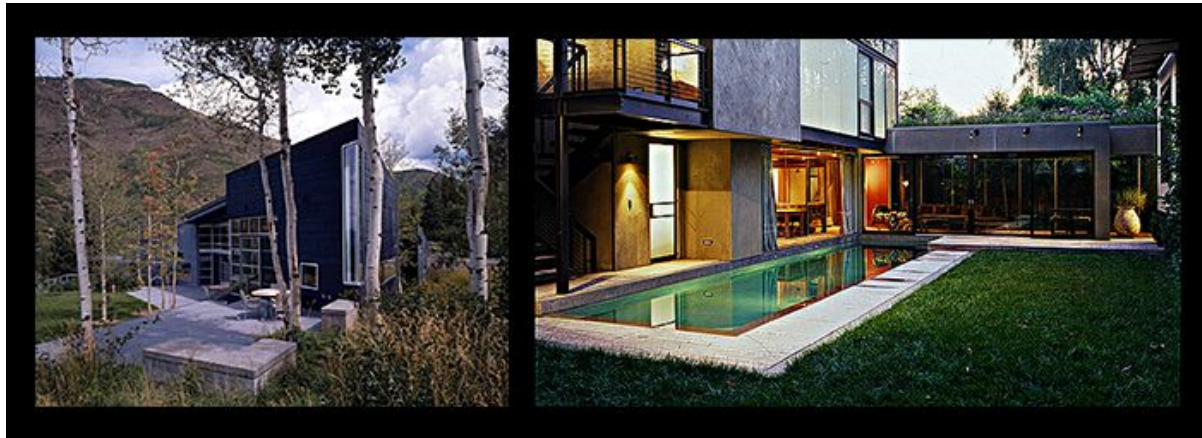
The architecture San Francisco has to offer is unique in the world—almost as unique as our culture. As the city's leading construction management firm, my company [REDACTED] has been constructing and renovating the finest buildings with one-of-a-kind architecture for 70 years.

Your home should reflect the exceptional people living inside. Our experts take your vision and bring it to life in the form of a superbly designed structure—from the idea phase, to budgeting and planning, through building execution for your residential or commercial project.

Areas of service include:

- Consulting with architects, engineers, and owners during the preliminary phase of project planning
- Preparing preliminary estimates
- Feasibility studies and financial planning
- Consulting with architects, engineers, and owners during the working drawing and specification writing phase of design
- Preparing general contracts tailored to individual owners' needs
- Quality construction, emphasizing fine detail, quality workmanship, efficiency, and economy

The proof is in the product. View our recent work [here](#):



Let us take the stress out of your renovations. My offer today is to perform a complimentary pre-construction evaluation of your project to advise on next steps, clarify your idea, and suggest the best way to get it off the ground.

Are you interested in a complimentary consultation?

*“San Francisco permitting and neighborhood complications were big issues on our project. The [REDACTED] team provided a real value add toward solving those issues. ...and we couldn’t be happier with the quality of workmanship...”* -- **Venture Capitalist - Russian Hill, San Francisco CA**

Sincerely,

[REDACTED]

## Message 9:

### Subject Line: Bring your property to life

Hi (First Name),

Any upscale renovation, whether residential or commercial, requires a top-notch construction management team to oversee every last detail. ***Our clients do—and should—demand perfection*** in their building projects, and we deliver every time.

**Why do they choose us?** We handle every aspect of your construction project to ensure the result exceeds every expectation. Each project begins with an honest and fair assessment of how to achieve your building needs and desires with regard to budget, quality, and schedule.

*"[REDACTED] team at [REDACTED] continued to manage our expectations throughout the process. Their fair and honest approach allowed us to trust their judgement on a lot of difficult decisions. The house and grounds are beautiful."* -- **Tech CEO, Palo Alto CA**

May I give you more information?

We like to let our work speak for itself—take a look at photos from recent projects (I share these with permission from the owners, as privacy for my clients is my utmost priority, and as a client of ours we would provide the same anonymity to you).



Would you be interested in a complimentary evaluation of any projects you are considering? I will offer you my expert feedback to analyze the scope of your project.

Best regards,

