

[Date Here]

Dear Friends & Clients,

**Greetings!** Thanks to *you* we are **celebrating [XX] years in business!** We are **thankful to all of you** who have made this possible. Many of you have invited us into your home repeatedly, over the years, for various home remodeling projects and we can't begin to tell you how much we truly *value* your business and the trust you have placed in us.

**In addition to the Thank You above, we'd like to tell you about *what's new* at [Business Name] and request a *small favor* from you...**

Over the last several months we have been working closely with a firm to help us improve our overall Customer Experience. This has involved improving our remodeling systems/processes as well as our marketing message.

Don't be surprised to hear from us a little more frequently than in the past. One of our goals is to stay-in-touch more regularly with our clients and friends. We are also getting ready to rollout a new Referral Program and several other improvements... *Stay tuned!*

**Today, we'd like to ask you for a *favor*...**

One of the best ways we can build trust with *new* prospects is to have them hear experiences that our *previous* clients (that's you!) have had with us.

With that in mind, we have set-up an *easy-to-use* **Audio Testimonial Line** and would like you to leave a message. **It's as simple as leaving a voicemail.**

On your testimonial, please consider leaving your Name & City as well as your overall experience with us. Feel free to share why you chose us in the first place or what we did on the project(s) that you were absolutely thrilled with.

- **CALL the [Business Name] Audio-Testimonial Line** at (512) 827-0505 ext [XXXX]
- When you call, you'll hear further instructions. Then, leave a recording after the beep. You can hang up to send the message. Or press # to listen to your message or to erase and re-record. **Thanks for your help with the testimonial!**

**As we [start the New Year], keep in mind:** Your home and property are always good places to invest your dollars. Give us a call with *any* project questions – we are here to help. **Thanks again!**

*[Business Owner's Name]*

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