

SAMPLE Email Marketing Campaign

POINTED ARCH Marketing



This is one email within a series, sent to a list of past clients and new leads.

This campaign has successfully fostered client relationships, repeat business and new referral business.

To: Favorite Client
Subject: Which Remodeling Projects Will Add Value to Your Home?

When homeowners begin to think of selling, they often become overwhelmed with what must be done before listing. However, it is recommended to consult a professional before starting any such project. Some projects will bring more interest to Buyers. Some projects will actually add value to the property for resale and some may not make a difference. The National Association of Realtors did a recent study on this very subject. Realtors rated projects on their appeal and their actual value added. Top results are:

- **Kitchens:** The kitchen is the heart of the home. Both a complete kitchen remodel or a kitchen upgrade will grab your Buyers attention and will add value. Either will return more than 50% of the cost.
- **HVAC Replacement:** This upgrade is next in both gaining attention and adding value. People want to feel comfortable in the home. An estimate of 85% of the cost will be added as value.
- **Wood Flooring:** Adding new or refinishing the wood floors will completely freshen the look and will bring Buyers to see the home. This project will return an estimated 106% of the cost in value.
- **New Master Suites:** Homeowners want that warm and cozy feeling. An upgraded or new master suite will make the home an oasis in this busy world. An estimated 50% of cost will be added to the value.
- **Bathroom Renovations or Additions:** Bathrooms have always been popularized as the feature that sells homes. An estimate of 50- 57% of the cost was shown to be added to value.
- **Roof Replacement:** Leaking roofs are a worry to every homeowner. This upgrade does not add appeal so much as peace of mind. A return of 107% was estimated.
- **In Houston, garage conversions** have become very popular as a cost effective method of adding more livable space for the family to enjoy. A garage conversion could add 20% to the value of your home.

Other popular upgrades include basement or attic conversions, insulation upgrades, window replacements, closet renovations and additions of decks.

One Design Place is a full-service interior design firm specializing in transforming Houston homes and can help with upgrades for enjoyment or with a sale in mind. Cynthia Cannizzaro, owner of One Design Place, believes that “when a person has a home that is created with their lifestyle in mind, it truly makes a difference in their everyday life.”

One Design Place was recently showcased in the Memorial Lifestyle Magazine. See <https://citylifestyle.com/memorial/issues/2021-03>
Click arrow on right (7) times to access the feature article.

Call or Text One Design Place Today to Schedule a Free Consultation:
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