

**“Don’t Throw Away This Final Chance to
<<Replace Your Roof and Protect Your #1 Investment>>
at an All Time Low Price”**

“Remember me... I’m the guy who sent you the pacifier a couple weeks ago”

Since I haven’t heard from you I thought you probably threw my previous letter away so I thought I would save you the effort this time. But then I thought, I’ll give you one last chance to get a new rood and protect the investment in your home at price that would have been unbelievable just last year.

And remember...

I’ll show you exactly how we’ll be sure your house and all of your belongings stay high, dry and warm while your roof is replaced, even in the middle of the winter.

I Really Don’t Want to Lay Off My Crew this Winter”

As I mentioned in my previous letter, I’m sure I don’t have to tell you that lots of businesses are scrambling just to stay in business. I’m happy to say we’re not in that category but it does seem we need to work harder than ever. But there is good news in this for you.

The Good News for You

There has never been a better time to replace or repair your roof. The prices for all roofing materials are lower than they’ve been in many many years and wages for the best roofers in the industry are down. While we always pride ourselves in having the best quality roofers in the industry, right now everyone is so happy to have a job the pride in workmanship seems to have gotten even better.

**Here’s What We’ve Done to Assure
That You Get the Best Roof at an Incredible Price**

You’ll get a great job done at an almost unbelievable price because it actually makes good sense for our business. And you come out a winner as well... and yes, I’ll show you exactly how we’ll be sure your house, and all of your belongings stay high, dry and warm while your roof is replaced, even in the middle of the winter.

I Usually Need to Lay Off the Crew in January and February

Our business usually dies in January and February. We end up laying off part of the crew, losing money then have to spend the next 10 months trying to make up for it. 2008 will be different.

Instead of losing money this winter, we’ve teamed up with our manufacturer’s (who of course are also twiddling their thumbs in this economy and will lose this winter unless they do something grand) to create this exciting opportunity to get you to get your new

roof this winter instead of waiting until summer WHEN EVERYONE ELSE IS BUYING THEIR NEW ROOF.

Here's How We Can Make This Incredible Offer.

Like I said, our manufacturers are slow in the winter too, so we went to them and made a deal and they loved the idea. So we're not talking second rate products here. There is no sacrifice in quality of material or installation. (In fact you will get the best job because our crews will be thankful for the work. You can imagine how much better their holidays were knowing they'll be working in January and February!) So you'll get a great deal on quality materials and tremendous winter pricing.

You are GUARANTEED the Best Value

This isn't a raise up the price to give away stuff scam. In fact you'll get our Lowest Price of the Year Guarantee this roof! This is in addition to our already low prices! On top of that we have 6 other guarantees including a 100% Satisfaction or Your Money Back Guarantee.

This is a First Come First Serve Deal

Because of our Guarantees we have to provide an outstanding service. This means that we only employ the best people. In fact our screening process eliminates 90% of the candidates that apply to our company. So why am I telling you this? Because if we did too many roofs at these prices, we couldn't afford to give our employees the top pay, benefits and training that they demand. In order to keep them through the winter we are willing to take money out of our pockets to do so.

Pick up your phone right now...

Simply call us at 123-456-7890 and tell us your interested and we'll put aside one of the TVs for you and come out to measure your home. We'll give you a complete no obligation quotation. If you decide to go ahead, you'll have a new roof in January or February and you'll sleep like a baby knowing you didn't throw away this opportunity and you've protected your most valuable investment.

Here is what a client said about his roof replacement in December:

"I was concerned about replacing my roof in December. *The rep at Protection Roofing assured me that all would turn out fine. I went ahead even though I had my reservations. When the crew showed up I was concerned about water getting in my home because we had been getting rain on and off every day. My worries dissolved once I saw how the crew approached my home. **They had a special removal process that made sure that my home was always protected.** On top of that, at the end of the day they put a tarp over the roof even though they had already installed the underlayment that would have kept my home protected even if it did rain. It was over and above what was needed, but it made me feel good. The crew was on time, courteous, and quiet. I was always informed of progress and my project was always kept neat and orderly. (Much different than the roof*

I saw installed on my neighbor's home by a different company) To my surprise the whole thing only took 2 days from start to finish. You definitely exceeded my expectations!"

Greg Stankidis

City, State

Sincerely,

Aaron Santas

P.S. don't throw away this opportunity to get a new roof at an unbelievable price. Call 123-456-7890 so we can schedule a complete no obligation quotation. With these prices we expect fill our schedule in January and February and we can only schedule 10 jobs.

P.P.S. As you can imagine material prices were already at an all time low. When we told our manufacturers about this offer they gave us a further reduction for two months. I doubt we'll ever see these prices again.

P.P.P.S. You can get all this with no money out of pocket and no payments for 90 days after your new roof is installed! (OAC)

P.P.P.P.S. Of course you'll get our exclusive Money Back Guarantee plus 6 other guarantees that you will be thrilled!

P.P.P.P.P. S. Yes we will keep you and your house totally dry and warm while replacing your roof even in the winter here in Washington.

