



Tess Wittler
Copywriter/Consultant

p: (717) 773-3941 • f: (888) 316-3445
e: tess@tesswittler.com • w: tesswittler.com

SAMPLE AWARD ANNOUNCEMENT LETTER FOR HOME BUILDERS

Dear Friends!

The team of [company name] is proud to share with you some exciting news. We recently won [the Best Energy Efficient Home Award] presented by our local home builders association during the Parade of Homes Gala.

[Describe the awards process] For those of you who aren't familiar with a Parade of Homes, it's the "Academy Awards" for new home construction. Homes are grouped into divisions (by price) and judged by a panel of industry experts (from outside the area) who visit each home and score it on a set of pre-determined criteria. Awards include Best Kitchen, Best Master Suite, Best Landscaped, Best Exterior, Best Decorated ... to name a few.

And we won the Best Energy Efficient Home for homes priced between \$250,000 and \$300,000!

As you have already discovered, we build beautiful homes that are full of fine details that you can see, but there are also many details that are behind-the-scenes that you may not be able to fully appreciate until you open your utility bills month after month ... and see the savings!

[Talk about some of the features of your homes that correlate to the awards won. In this example, you can describe Energy Star® appliances, the placement of the home in relationship to the sun, energy-efficient windows and on-demand hot water systems.]

[Wrap it all up] We are honored to be recognized by our peers as this year's [Best Energy Efficient Home], but the truth is, we have always built safe, energy-efficient and comfortable homes for our families.

Thank you for sharing this honor with us. We look forward to designing and building your home too!

Sincerely,

[Your Name]

P.S. [You can add an award special here] Be sure to ask us about our Best Energy Efficient Home Award Special going on right now. [Describe special here]. Offer good only on new homes that are signed into contract between now and November 30, 2010. After that, it's too late!

Proud Member Of:

