

Important Information

Attn: Smart Adelaide Builders

“Market Leading Balustrade & Fencing Contractor Swears Under Oath They Didn’t Bribe, Harass or Guilt Trip Their Customers Into Building A Wall Of Glowing Testimonial Letters”



Dear builder,

If you're looking for a quality fencing and balustrade contractor who will look after your customer, then you'll be interested in reading what this letter's all about. It's sort of long, but it's important stuff so hang around.

What's all this got to do with me sending you this letter?

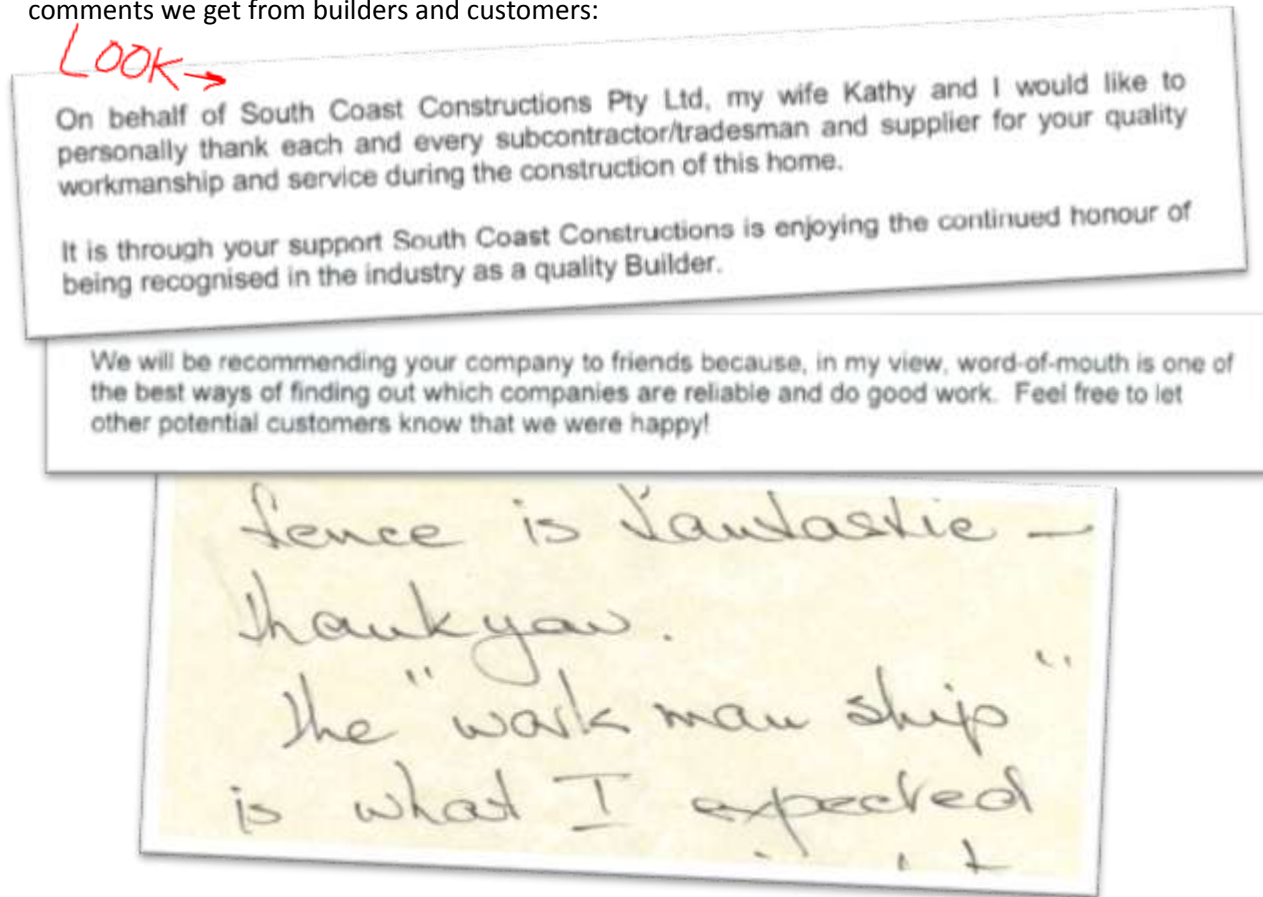
This is why. Look, half the contractors around don't know what they're doing, and when you let these mugs loose on your valuable customers, it leaves a bad taste in their mouth every time. Makes you and your company look bad. Unprofessional.

Not good if you want repeat business.

Which is why you have to **team up with the right blokes**. With the right blokes, you can get a balustrade done without wondering if it'll fall apart in 6 months. With the right blokes you can refer your customers to them and know they'll do the same in return.

This is why we're writing to you today, just to introduce ourselves and see if we can work something out.

We're **Adelaide Balustrade and Fencing**, and since 1985 we've been building great balustrades and fencing for customers around Adelaide. But don't take my word for it, have a look at some of the comments we get from builders and customers:



These are just some of the many letters received by customers including Adelaide builders just like you who won't stand for any dodgy workmanship or stuffing around. !

Now let's get down to business.

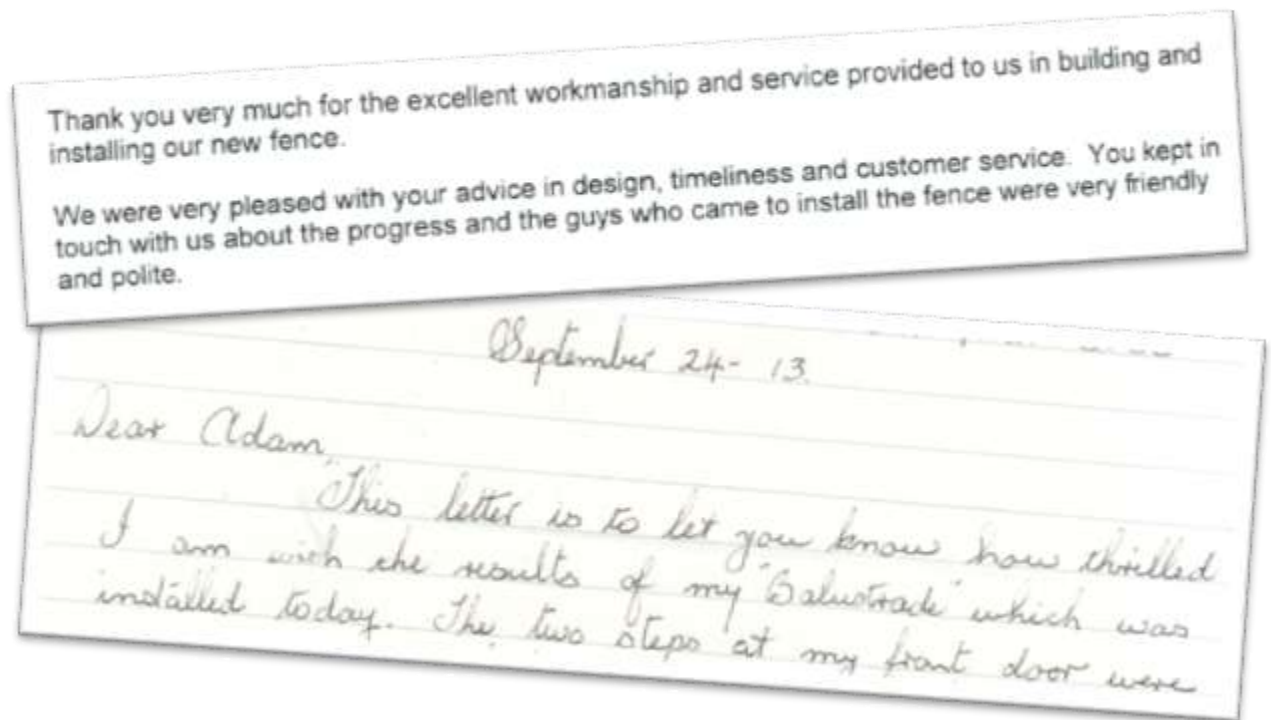
Here's why I've sent this letter to you today – to show you the kind of work we do, and see if it's up to scratch in your book.

Attached to this letter is our latest Product Guide, shows you what can do for you and your customers and what the end product looks like on your job site.

Have a look at what you get with Adelaide Balustrade and Fencing workmanship:

- **Great looks** without sacrificing strength or costing an arm and a leg
- Designed for parts to be **easily replaced** when needed
- Multiple fixing options so you can have them just about anywhere
- 29 years of experience means **we know what we're doing**
- Member of the **Master Builders Association**, fully licensed and insured

- We use Tig welding on Aluminium and Stainless Steel to give a **better quality finish**
- All powdercoated aluminium gets special pretreatment to **prevent flaking and rust**
- We only use the highest quality fasteners on every job so *they* won't rust either



Look, **Adelaide Balustrade and Fencing** is what it is. We do fabrications and installs for many of Adelaide's leading builders and developers, and they can pick and choose who they want to use.

Time and again, they choose us.

Now it's time for you to do the same. Have a look through the Product Guide I've sent you, and the customer comments as well.

Then, pick up the phone and call me on XXXX XXX XXX to have a chat, or shoot me an email at XXXX@adbal.com.au.

I can answer any questions you have, and **you can take it from there**. So if you want to find out about the kind of work that's gotten us all those customer letters, and how you can use us to add that something special to your next project, let's talk.

Call XXXXX XXX XXX **right now** while it's in front of you.

Cheers

XXXXXXXXXX

P.S. In case you're wondering, call those customer letters are fair dinkum, every one of 'em. Come in and see for yourself.

Don't Wait