

Builder Lead Generation Program:

Builder Luncheon Learn



YES! A turn-key program from AiN Group, turning cold calls to new builder sales.

This exclusive AiN marketing program was designed to bring a smart home technology learning event to local builders that the AiN dealer has personally selected. In the end, benefiting AiN dealers by increasing their builder business after every event!



Event/Invitation Process

What you need to do:

The AiN dealer will work with their AiN Group representative to:

- Create a builder contact list. The list must be validated to ensure correct delivery.
- Select a location, date, and time. For example a restaurant, TopGolf, fishing day trip, Axe throwing... AiN representative can help with ideas
- Send follow-up emails to builders after invitations have been mailed.
- Touch base with builders before and after mailing and follow-up emails via a brief phone call.

What AiN Group will do:

AiN will create these invitation services:

- 6-page pocket folder, printed and assembled with 3 insert cards:
 - Personal invite card
 - Event presenters and topic card
 - Special offer card
- Insert all cards and assemble the invitation into a clear, protective envelope
- Apply personalized label to the clear, protective envelope
- Create custom FedEx mailing labels
- Package invitation into FedEx envelope and ship
- Email art; AiN will create a graphic header for the dealer to use and provide an email script
- Attachment; AiN will create a pdf for the dealer to send with their reminder email invitation
- AiN will create, print, and mail final reminder postcard to non-registered "Luncheon Learn" selected builders

AiN Dealer must pre-pay the total costs for above services before the invitation process begins. Event time-line is approximately 120 days.

Shared financial commitments for a Luncheon Learn event:

In cooperation with the AiN Dealer, AiN and AiN Strategic Partners will share 50% of total cost with the AiN Dealer.

Example Cost:

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| • Invitation, postcard, email graphics, printing, postage and mailing service. Average list size (45) | \$1,350 |
| • Event cost; food and AV (if needed) | \$3,100 |
| Total over all cost | \$4,450 |
| • 50% AiN Dealer investment to start invite process | \$2, 225 |

Recommendations

- Select up to 4 AiN Strategic Partners to participate
- Builder Contact List should have 40 – 50 Builders
- Average Builder RSVP is around 20 – 25%
- Average Attendance is 10-13 builders (20 to 26 people)
(Note: only 80 – 85% of the RSVP count will attend)

3 custom variable data cards are inserted into the 6-page pocketed folder, then mailed via FedEx, inviting your selected builders.

Card 1 The personal invitation.

Selected builders are sent an RSVP style invite. This card will be personalized with the contact's name and builder's name, "Luncheon Learn" location, date, and time.

Card 2 Presenters and topics.

This insert will excite the builder to attend your "Luncheon Learn," emphasizing that they are coming to LEARN about the smart home market from industry leaders.

Card 3 Special offer.

Builder is given an incentive – i.e. Receive an Amazon Echo DOT for attending. Also, if a builder contracts with an AiN Dealer, the builder could receive an Echo DOT for every home buyer. *Note: the cost of attend gift is not included, talk to your AiN Representative for ideas to offset this cost.*



Builder Luncheon Learn

Contact your AiN Group representative to discuss and develop a budget for a successful Builder "Luncheon Learn" event.

AiN Group
 aingroup.com
 866.323.8000