

## **Service contract page for Mr. Sunroom website**

Headline Choices:

Headline #1

**Protect Yourself From Cheating Contractors  
Who Steal Your Money and Peace of Mind**

Mr. Sunroom Professional Remodeling will show up on time,  
take care of all the little details, and provide top quality  
products and services

Headline #2

**Don't Stress Over Finding an Experienced  
Contractor You Can Trust**

Let Mr. Sunroom Professional Remodeling take care of all  
the little details you don't have time for

Headline #3

**You Can Have a Handyman On Call**

Use Mr. Sunroom Professional Remodeling and  
protect yourself from cheating contractors  
who steal your money and peace of mind

[begin deck copy]

[design note: please indent and make font different from body copy so this  
passage stands out]

*When it happened, I felt violated. It was like someone had jimmied the lock on my front door, dashed upstairs, and browsed through my underwear drawer.*

*And it didn't even happen to me.*

*My Mom and Dad raised me and my sister, Nancy, to be trustful because, without that, life would be a world full of intimidation and fear. And she lived that trustful nature every day of her life.*

*Including the time she "hired" a handyman who'd knocked on her door offering to trim her trees for \$150. She'd known this needed to be done because we'd just talked about that in addition to fixing her gutters.*

*He'd crawled all over the property and then offered to help get rid of "termites" in her bushes with the warning that if they ate up the fences between her and her neighbors, they'd sue her and take her house away from her. This handyman even showed her termites all over the ground.*

*He convinced Mom that his expertise was worth \$2,500. She wrote him a check on the spot – he said he'd only accept full payment up front and didn't want to see her in a courtroom because of the bugs – and left to get his equipment.*

*By the end of the day when he hadn't come back, Mom realized she'd been robbed. And still had a yard full of trees and bushes that needed to be trimmed and gutters in need of repair.*

*I'd heard about Bob "Mr. Sunroom" Naumann from some hometown friends who swore by him and his crew. I live 3 hours away but Bob's right in Mom's neighborhood. I called him, he empathized with our story, and he and his guys were over at Mom's house that afternoon. He trimmed the trees, fixed the gutters, complimented Mom on her coffee cake, and made her feel like family. Thanks, Bob!*

[end deck copy]

## **Let Mr. Sunroom Home Remodeling Solve All Your Home Repair Issues**

[begin body copy]

[design note: use a date and time script together with a picture of Bob and his team here]

Dear Homeowner:

How many times have you heard these nine words: ***I didn't think it would ever happen to me.***

Unfortunately, I deal with those words every day when the phone rings and someone else has been ripped off on a handyman project. And that cheating could be of money, time or trust.

The call is usually from an older person who just feels dumb for letting someone swindle them.

I hate that.

## Beware the New Construction Mentality!

You're probably asking what that mentality is. Here's what I see going on all around me.

Lots of "new construction" companies -- they build houses in good times when money is flowing but wouldn't dare go near handyman jobs if their lives depended on it -- have fallen on hard times and are now "getting into" remodeling and handyman work so they can make their own mortgages.

It's normally not good enough for them but now they see a way to make more money in a flat real estate market.

What does that mean for you? Their workers are of the New Construction Mentality which has to do with how they work. You don't want to invite someone into your home (where you feel safest) and ...

- Hear nonstop profanity on the job
- Have cigarette butts dropped all around your yard
- Have your teenage daughter hooted at, or
- Find out later that these "craftsmen" stuffed empty beer cans in your walls at the end of the day

These are not the kind of workers you want in your home.

Our craftsmen are true professionals who specialize in remodeling and handyman work. And that's very different than new construction.

We will respect your property, be respectful of you, your children AND the neighbors.

When someone asks what I do for a living, I tell them ...

## I'm in the Peace of Mind Business

I mean, really, that's what this is all about, isn't it?

Think about how it feels when you find just the right mechanic or hairdresser or handyman. Someone you can really trust to get the job done right. The first time.

I've been in the home remodeling business for a long time and my crew is always asked if we do smaller jobs. Things like fixing gutters, tree trimming, and emergency storm repairs ... especially when we have a nor'easter or hurricane blow through and topple trees.

So I thought about that, talked with my craftsmen, and came up with a great idea.

## What If You Had a Handyman On Call?

Do you ever have things just click into place in your mind like tumblers in a lock? I wanted to help folks in my area – we service **Sussex County in Delaware and Worcester and Wicomico Counties in Maryland** – because it's famous for ...

- Lousy contractors who never show up on time (if they come at all)
- Poor quality work with many call-backs to repair the repairs, and
- What begins with reasonable estimates but ends with inflated bills

I thought having a handyman service ... someone you could call whenever you needed a little job done right ... would be just the thing to counteract all the poor contractors.

This service is for you if you ...

- Have things that need to be done but don't know how to do the work
- Just don't want to do it
- Are older or not physically able to handle the little projects anymore
- Have loved ones who live far from you and need someone on call when things break so they won't have to fumble around looking for someone to fix it

- Are retired ... and want to retire that to-do list as well!

And what if, just what if, this could be an annual service contract that you could pay month to month and it was less than \$40 a month? I started doing the math and realized this could be a real problem solver and money saver for lots of folks.

Home repair projects including labor (that's the most expensive part, right? It's always the \$72 show up fee and \$75/hour labor that makes what should be minor repairs so costly), easily run over \$500 to get it done right. And that's just for one job.

A 12-month Mr. Sunroom Home Repair Maintenance contract comes to less than \$500 ... and that's for a whole year! The contract covers **all labor costs** for handyman repairs up to 2 hours each occurrence (which is PLENTY of time to do most repairs) with the exception of roofing and major appliances.

Interested? Check out our [easy to use online form](#) [design note: make the highlighted portion a link to the form at the bottom of the web page] and get your contract started right away.

## Toss Multiple Calls and Different Contractors for Your Home Repair Projects Out the Window!

(and if the window breaks, we'll fix it...)

What kinds of repairs do we cover? That's a fair question. The fair answer is we do just about everything you can think of in home repair. For starters we'll ...

- Replace weather stripping
- Install ceiling fans
- Repairing rotted wood
- Do minor painting
- Install flat screen TVs (our craftsmen can install and mount flat screen TVs even on walls that don't already have proper support)
- Deck, siding and gutter repairs
- Pressure washing
- Hand rails and grab bars
- Drywall repairs
- Closet and garage organizers

... and always give you peace of mind that your home or loved ones are being treated the way we would want our home and loved ones treated.

## Down to the Last Nail Guarantee

I'm so confident you'll be more than satisfied with our work and craftsmanship I'll make you a deal:

**Be 100% Satisfied ... Or I'll Keep  
Coming Back Until You Are**

When was the last time you had a contractor give you that guarantee? My guess is never. We'll come back again and again until you are 100% happy with the work performed. It's really simple:

**If you're not happy, we're not done.**

Take a look at what some of my satisfied customers have to say ...

**City:** Ocean City, MD

**Project:** Handyman for Multiple Small Projects

Mr. Naumann was a true professional from the very beginning. He was not only courteous but he went out of his way to make sure the job was completed properly from start to finish. Mr. Sunroom did an excellent job for us and I would highly recommend him to anyone in need of home improvement or remodeling.

**City:** Fruitland, MD

**Project:** Vinyl Siding - Install or Completely Replace

They were GREAT! If I need more work done, I will definitely call them. The work was done efficiently and professionally. The people were also extremely friendly and true professionals. Their work totally exceeded my expectations. Many thanks for a job well done!

**City:** Bel Air, MD

**Project:** Handyman for Multiple Small Projects

Bob is a friendly, responsive, professional who does excellent work. He also shows up when he says he will, which is rare these days. I highly recommend him to anyone.

**City:** Elkton, MD

**Project:** Addition to Existing Structure - Build

Bob Naumann is the definition of an HONEST BUSINESS MAN!!!! This project began in July of 2006 and hit every snag that anyone could ever have imagined. It is January 24 and the project is still in the making. Bob did more than any contractor would have ever been expected to do. When I ran into a banking problem, Bob found a different bank for me to use. He has driven countless miles to visit me and has had to restructure the project several times. Staying in contact with Bob is the easiest that I have ever experienced with any industry. Bob is an honest man who is not out to cheat anyone for a dollar and he guarantees all of his work for life. To be honest, had I been in his position, I would have bailed out of this project a long time ago. When I first met Bob, he ensured that he was worth his weight in gold. The truth is that there is no amount of gold that could be worth more than Bob in the contracting world. Anyone that needs additions or sunrooms should be referred to Mr. Sunroom before any other contractor is even considered. Even if my project falls through, I will call Bob Naumann anytime I want to have construction done and, regardless of price, he will get the job!!!!

## Here's My Solemn Promise to You

Give our **maintenance contract** [design note: make the highlighted portion a link to the form at the bottom of the web page] a try and we will ...

- Arrive at your home on the scheduled day ON TIME
- Get the job done right -- no job is too large or small
- Our craftsmen will respect your home and property
- Offer 24 HR. emergency service if you need it

I look forward to working with you and your loved ones to get that honey-do list done.

Best regards,

[Robert's scanned signature here]

Robert Naumann  
Mr. Sunroom

PS: Take \$20 off your next repair bill with our printable coupon [\[link to the coupon page here\]](#)

[end body copy]

[design note: this order form will need to be interactive; ask Robert where he wants it to go (i.e. a payment processor or into his email box). If it's a secure order form, please place the appropriate badges on the page like PayPal, Visa, Mastercard. Robert also will take checks]

Name:

Address:

City:

State:

Zip:

Phone:

Email Address:

Form of Payment:



