

August XX, 2008

Dear [name]:

Quality. Service. Results.

Three important words that describe the value you bring to homeowners – significant value that is hard to find in today's building market. I've noticed your meticulous attention to detail and the high calibre of work found in residences you build. It's a philosophy and work ethic that I share and one that is often in short supply. I understand what it takes to be the best, which is why I'm writing to you.

As the owner of Finish Line Electric, an electric installation company that specializes in top-end custom homes, I've worked diligently to establish a company that delivers quality, customer service and value. As a licensed electrician for the past 15 years, I've founded my reputation on delivering superior work. Nothing less will do, and this is a guiding principle of Finish Line Electric, which I founded three years ago.

Finish Line Electric is fully insured and operates under Texas Electrical Contractors License (TECL) # 24495. Our employees believe it's important to begin every job with a thorough understanding of the builder's needs and expectations. Many times, we assume the responsibility of the job design and layout because a builder has worked with us and knows the quality of thought we put into an assignment.

“ Finish Line Electric is extremely thorough and helpful. I've come to rely on their knowledge of electrical installation along with their expertise.

- Pat Gray, V. Patrick Gray Homes, 817.424.3694

Because we're interested in doing the best job we can, we deliver quality work. We're knowledgeable about current electrical codes, both local and national, and we stay up-to-date on the latest technology. Like you, we customize our work to each job, using top-of-the-line materials. And because we're professionals, we inspect all our jobs to ensure proper site clean-up.

“ Rick and the employees at Finish Line Electric are dependable and professional. When they leave a job site, I know they've done whatever it takes to deliver.

- Norman Barfield, Barfield Group, 817.430.0880

I welcome an opportunity to begin a partnership with you, and I invite you to call homebuilders that I currently serve. If you have any questions, please contact me directly at 817.401.3198.

Sincerely,

Rick Hosti
Owner



Finish Line Electric

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