

**NMBA Showcase of Homes...
...“NO BETTER WAY TO SHOWCASE YOUR
QUALITY & CRAFTSMANSHIP TO
POTENTIAL CUSTOMERS!”**

**TOOLS TO CONVINCe HOMEOWNERS TO
SHOWCASE THEIR HOME IN A TOUR**

The following re some tips to help you convince your customers to allow you to Showcase their home in an upcoming Showcase of Homes Tour.

START WITH FLATTERY

- Make sure that your homeowner knows why you have “chosen” their home to represent your companies quality & craftsmanship.
- “You have such exquisite taste”...”Your home has remarkable design qualities”

OFFER THEM A WEEKEND GETAWAY

- Offering your customers all expense paid vacation away for the weekend of the Show.
- Offering them a vacation that is similar to their lifestyle.
- Offer a homeowner whose home is valued at \$200,000-\$300,000 a two night stay and dinner each night in the nearest BIG town
- Offer a homeowner whose home is valued at \$300,000-\$500,000 a resort package for the weekend of the Tour for their entire family.

OFFER A CLEANING SERVICE

- By offering your past customer a cleaning service the week of and the week after the Tour will ensure that the home is in tip top order for the Tour.
 - Make sure that you also offer carpet cleaning services after the Tour to take care of any spills or stains that occurred during the Tour.

OFFER A SECURITY PACKAGE

- One of the main reasons that homeowners are not allowing Builders/Realtors to Showcase their home is a security factor.
- By offering a 6 month to a 1 year security package it will ensure their safety.
- Make sure that the security package starts before the Tour and runs a couple of months after the Tour.
- If they already have a security system; offer to pay for the following billing cycle (6month-1 year contract)

END WITH FLATTERY

- Let your past customer know that you feel their home is “exquisite”...”One of the Best in the area”.
- Flattery will go a long way, especially with women.

**MAKE SURE THAT YOU ARE PART OF
2008 SHOWCASE OF HOME FALL
TOUR!**

For more information and to receive a Showcase of Homes registration packet:



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NMBA SHOWCASE OF HOMES...

***...NO BETTER WAY TO SHOWCASE YOUR
BUILDING QUALITY & CRAFTSMANSHIP!***



**2008 Showcase of Homes Tour
September 27th & 28th
Grand Rapids, Hibbing & Surrounding
Communities**

**CONVINCING THE HOMEOWNER TO
SHOWCASE THEIR HOME**

A face to face conversation is the best with a customer to encourage them to allow you to showcase their home in the upcoming Tour of Homes. Present to them and then let them think about it for a day or so and then get back to them again. Present a few offerings to them and then if they say "No", then sweeten the pot, offer up something else.

This brochure was designed by the Northern Minnesota Builders Association to help you convince a past or present customer to allow you to use their house in the Showcase of Homes Fall Tour.

Each year the NMBA has had approximately 60 people tour each home that is on the Tour. No Open House can bring this many through a home!