



September 2003

Ms. Denise Finch
87 Maple Street
Middleboro, MA 02346

Dear Denise:

Let's face it. Building a new home or changing an existing one involves many difficult, often expensive decisions. The process also takes time, even with the relatively quick "walk through it before you build it" virtual reality tour clients experience with Home Plan Designs. As we both know, that is just the beginning. Having blueprint plans in hand never fully guarantees that some sort of adjustment(s) won't have to be made along the way.

Denise, when we talked on September 8th, you expressed interest in putting an addition on your Cape style house. More recently, you decided to delay your plans until next spring. While spring, like the fall, is an ideal time to undertake such a project, it is also a very *popular* time with folks wishing to build, do home improvements, renovations and/or additions. To wait too long could seriously hinder your progress.

Just as in the fall, building contractors, landscapers, and other related professionals (including Home Plan Designs) often become swamped with work. As a result, many people find themselves frustrated and disappointed upon discovering they have to wait, due to the influx of customer demand. Moreover, even with the most realistically planned construction schedule, snafus and other unexpected occurrences calling for immediate adjustments to or deviation from the original plans further complicate the process, creating an even larger backup in services. And then there's weather. Living in New England, you know very well that you cannot always count on a season behaving like a season, despite what the calendar says.

While I certainly understand you have your own reasons for wanting to delay immediate plans, as a professional in the building industry, I know the "rhythm" of the business and want to save you unnecessary disappointment. May I suggest that when you feel the time is right, that you build in about three month's leeway? So if you are looking at the spring (most people begin home projects in March and April), that you contact Home Plan Designs in December or even before then.

I have included our brochure and my business card for your convenience. I also would like to take this opportunity to thank you for thinking of Home Plan Designs and to encourage you to call at any time, should you have questions about our services. Let us know when you decide to take your plans to the next level. Upon your request, we would be more than happy to provide you with client references.

Sincerely,

Peter Bowden
Residential Planner
Home Plan Designs
P.O. Box 35
West Bridgewater, MA 02379-0035

