

**Dear Best Builder,**

First of all, please allow me to congratulate you on this prestigious honor. Not only do we think you are the best, but you were voted the best by your peers who admire your business and respect your craftsmanship. Once the May/June issue of *D Home* is on store shelves and countless coffee tables, how can you maximize your recognition as a Best Builder in Dallas?

**We're here to help. Here are several ideas for leveraging your win:**

- Use the *D Home* Best logo (your account executive will send you the digital version *after* the issue hits newsstands) on all of your advertising and promotional materials (website, collateral, e-mail signature, etc.)
- E-mail clients, colleagues, and friends to inform them that you have been “named one of *D Home*’s Best Builders in Dallas 2011”
- Ask businesses you patronize (vendors, designers, etc.) to put a sign up congratulating you
- Revamp your business stationery (letterhead, envelopes, and business cards) to include the *D Home* Best logo
- Place a poster on your business window
- Announce your award by placing your *D Home* Best logo on your Facebook page, Twitter, or blog
- Ask membership groups to include your honor in your listing, a congratulatory ad, or somewhere on their website on your behalf
- Send a mailing to past clients and prospects announcing your award
- Suggest that a realtor you partner with feature your *D Home* Best logo on home listing promotional materials

As always, please contact your account executive at *D Home* for additional assistance.