

THUMMAS CORPORATION

Email and Customer Database Service Package

What is the best way to keep in touch with all my clients...
and still keep it personal?



SCB
STEPHENSON
CUSTOM BUILDERS, INC.

Happy New Year
2006

Finally
A BUILDER THAT UNDERSTANDS YOU

Available Home Sites Photo Gallery Available Homes

VISIT STEPHENSONCUSTOMHOMES.COM TO FIND OUT MORE WAYS TO EXCITE YOUR DFW HOME!

I thoroughly appreciate you and your family visiting our web site about your custom home needs.

As you know, a home is one of the single most important investments many people make in their lifetime. That is why we, at Stephenson Custom Builders, Inc., want to help you design and complete the perfect home to fit your lifestyle without sacrificing quality.

We are the custom homebuilder that you are searching for who focuses on building fine residences with exceptional design and quality. It takes more imagination, fair, and talent - the qualities that go into building a finely crafted home. That's the key; and it all adds up to a kind of innovative and exciting design you can't find anywhere else.

Stephenson Custom Builders, Inc. is a family owned and operated company who would love to have the opportunity to introduce you and your family to the elegance of our premier and prestigious custom homes. We guarantee that you will receive the personal attention and reliable service required from design to completion of your new home.

Through devoting unparalleled attention to quality, detail, and craftsmanship, our homes are the hallmark for the most discriminating buyer. Building in diverse price ranges and areas, our homes are architecturally designed and constructed to enhance your personal style for gracious living.

Again, I want to thank you for giving us the opportunity to show you our dedication to building finely crafted homes, and we would love to have you as homeowners.

Thank You,
Michael Molthan
Stephenson Custom Builders, Inc.
Chief Operating Officer
5069 West Plano Parkway
Suite 175
Plano, Texas 75093
214.500.8301 cellular
michael@michaelloffice.com
www.stephensoncustomhomes.com

RTM Email Campaign Designed and Implemented by THUMMAS



SCB
STEPHENSON
CUSTOM BUILDERS, INC.

Finally
A BUILDER THAT UNDERSTANDS YOUR CONCEPT

Detailed specialized Craftsmanship

Advanced woodwork

Need texture?

VISIT MICHAELLOFFICE.COM TO FIND OUT MORE WAYS TO EXCITE YOUR DFW HOME!

THUMMAS CORPORATION

Benefits

What are the benefits in using email technology on your site?

HTML Email Designs allow you to easily keep in touch with your clients on a regular basis.

Sell more services to your existing clientele by keeping them in the loop with the latest information in your industry.

A custom design to fit the look and feel of your website will give the sense of familiarity to your branding

Track the number of people opening your email and clicking through to the site – even the number of people who bookmark your site in their favorites

Once you establish yourself in your industry and gain a large clientele, you will likely want to stay in touch with them. Phone calls are impractical due to the amount of time they take and direct mail can be expensive. Custom designed emails can be sent out inexpensively and quickly and further establish a connection between you and your clients.



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Email and Customer Database Service

Examples

Here are some examples of our Email Designs



Stephenson Custom Homes
<http://www.stephensoncustomhomes.com/>



Loan Bongo
<http://www.loanbongo.com>



Andrea Drake
<http://www.andradrake.com>

HTML E-Mail Design and Campaign Pricing

Design

HTML E-mail Design fee plus launching \$825
the 1st E-mail campaign (*includes 2 Design Rounds and 1 Finalizing Round*)

Additional Campaigns \$350 each
(*includes setting up the E-mail addresses, launching the campaign, and text updates*)

Additional Design Work or Programming \$49/ hour

- E-mail addresses need to be provided in an electronic format
- Assuming approximately one campaign/month; otherwise, \$100 set up charges apply
- Content for each E-mail campaign needs to be provided by the client
- There will be a 'Powered by Thummas' logo on each E-mail campaign near the bottom

A full campaign report will be faxed two weeks after the launch of the campaign.
This report will contain:

- The number of people that open the E-mail
- The number of people that click through to the site from the E-mail
- The number of people that forward the E-mail
- E-mail addresses of people that unsubscribe from the E-mail
- E-mail addresses that bounce back as invalid

Online Email Database Pricing

Online Email Database

Access your entire customer database from anywhere on the Internet

Available only through an Email ID and password

Functions Include:

Add a Customer Record

Delete a Customer Record

Update a Customer Record

Each Customer Record can have up to ten fields

First Name

Last Name

Address

City

State

Zip

Email Address

Work Phone

Home Phone

Fax

Includes printer-friendly feature to print address labels for selected contacts (great for direct mail)

One-Time Set Up Fee	-----	\$750
Monthly Maintenance Fee	-----	\$35/month