



January 31, 2009

It is another new year, and we hope to find everyone doing well. As we begin the new year, Trend Builders is starting a new **C**ustomer **R**eferral **P**rogram (**CRP**).

Construction (new homes and remodeling) in the DFW area has slowed down drastically over the past year. In fact, we are seeing prices decreasing from our vendors and subcontractors across the board. We have been very fortunate to stay busy during this slow market. This is largely to do with our customer referrals and repeat business. To ensure we have another busy year we have decided to start an incentive plan. Yes, we could advertise as many remodeling companies do, however, we feel that homeowners who are searching for quality as opposed to the least expensive price are more comfortable with a referral than someone they do not know.

How does the Customer Referral Program work?

When a new call comes in, we always ask “who referred you to Trend Builders”.

We are offering \$500.00 per referral, whether you are a former customer, vendor, subcontractor of Trend Builders or you just saw our work and recommended us to a potential customer. The referral compensation only applies to jobs we contract and start. For jobs contracted under \$5,000.00 we will pay 10% of the contracted price.

We will send you a check when we start the job.

Another option in lieu of payment is; if you are planning to do a job in 2009, we will apply your \$500.00 or 10% (whichever is greater) towards your contract price.

For those of you that have referred Trend Builders in the past, we want to express our deepest appreciation. Without those referrals, there would be no Trend Builders.

Best regards,

Gary L. Cochrane, President