

## Email Script To Start A Conversation With Your Custom Homebuilder

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To start a conversation and streamline the process, send this email script to the builder you're working with to let them know you value high-quality building materials and prefer AdvanTech® subflooring in your custom home.

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Hi [\[Builder Name\]](#),

It was great meeting with you recently to discuss our future home. We're excited to begin the building process with you!

One of the reasons we chose you to be our builder is because we share your desire to end up with a quality, long-lasting home. And when it comes to the building process, we know that quality starts with the foundation and framing. That's why we request that AdvanTech subfloor be used in our custom home construction.

We want AdvanTech subflooring because we know it is the number one product when it comes to moisture resistance, strength and stiffness. Like you, we want our home to perform to high standards long after the build.

Help us mitigate squeaks and ensure our finished flooring looks beautiful by using AdvanTech subfloor.

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Best regards,

[\[Insert Name\]](#)

