

WNY Company Autoresponder Series

Email #1

SUBJECT LINE: Knock, knock...Guess Who?

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company. Relax, I don't have a cheesy 'knock-knock joke, but I do have something important to say...

I want you to know I appreciate you reaching out to us for your roofing needs.

It's an important decision, one that will impact both the comfort of your family and the value of your home.

By now, you've met with someone from our friendly staff and have had a chance to look over the estimate we provided.

We'd love to work with you to improve your home, and while it's a big decision, remember that a new roof:

- Saves you BIG money on your heating and cooling bills
- Keeps your family safe from weather
- Drastically increases your house's curb appeal
- Protects your family from mildew and other health threats
- And much more

Our goal at WNY Roof is for you to feel great about choosing us for this big step.

That's why we offer such a strong guarantee. And if you ever have any concerns, let us know.

We're happy to address any questions before, during, and after the installation.

Once again, thank you for considering us for your home's improvement.

Feel free to call our office at 716-776-7663 with any questions or to move forward with this project.

Sincerely,

Anthony

WNY Company

716-776-7663

WNY Company Autoresponder Series

Email #2

SUBJECT LINE: Do You Play 'Scratch-Offs?'

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company, and I remember a story about my friend's father and his love of scratch-off lottery tickets...

My friend's father would bring home a stack of those things and grab a quarter.

Using that quarter, he'd start rubbing away, flecks of that silvery material falling to the floor.

Sometimes he'd win. Usually, he didn't.

Even if he won, it was usually only \$5 or \$10.

But he'd spend anywhere from \$50 to \$80 on those things every few days.

He did because he wanted extra money. He wanted stability.

But scratch-offs are hardly a good investment.

A good investment comes from good decisions.

One example of a good investment is a new roof.

And you already know what WNY Company can do for you.

Call us at 716-776-7663 TODAY.

A brand-new roof is one of the best investments you can make for your home.

A new roof helps you save money by preventing large temperature changes.

That means you save a whole lotta money on heating and cooling bills.

Not to mention improving your family's comfort level.

Of course, a new roof will only help with those things if it's built right. And with the best materials.

A roof from WNY Company is a rock-solid investment. We've partnered with Owen Corning for our materials.

Their 80 years of experience puts them at the front of the line when it comes to high-quality materials.

Their reputation shows that their materials will help your roof last decades.

To get this great investment for your home, you just have to take the next step.

Call us at 716-776-7663 TODAY.

Hopefully, you've had a chance to think the estimate over that we did for you.

I make sure that our technicians are clear in what you can expect when we take on your project.

If you have any questions about the estimate you received, I want to know about it.

At WNY Company, we take pride in not only delivering a great service and result but also great customer service, too.

So, what else do you need to know? What haven't we answered?

Call us at 716-776-7663 TODAY.

Because if you don't act soon, we won't be able to get you on our books.

We're a busy company and we can only schedule so many big jobs like yours.

If you wait too long, you might miss out. And we might not be able to take your project for months.

So, it's up to you to take that next step.

I look forward to hearing from you soon.

Best,

Anthony

WNY Company

716-776-7663

P.S. Remember, you're fully covered by our guarantee.

That means you can rest easy, knowing your project will be completed on time and to your complete satisfaction.

No headaches, no surprises.

I want to make sure you go into this project with zero concerns.

If there's anything we didn't answer when we did your estimate, please let me know.

How about contacting us now, while you're thinking about it?

Call us at 716-776-7663 TODAY.

WNY Company Autoresponder Series

Email #3

SUBJECT LINE: What Would You Have Done?

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company, and I remember hearing about a lazy landlord who did a number on his renters...

Like a lot of absentee landlords, this guy didn't want to take care of his property.

But boy, if the rent was late, look out!

One of his renters had been harping on him for months, telling him all winter that his roof was failing.

As the story goes, in the springtime, the ice and snow started to melt.

The couple was sleeping in bed when it happened.

The husband woke up in the middle of the night to find a puddle in his bed.

The puddle came from the ceiling, where the roof had been threatening to bust open for months.

The husband was so dejected that he just put a bath towel down over the wet spot and went back to sleep.

Months later, this couple had saved enough money to start looking for a home of their own.

And they found one with a recently replaced roof.

One that protected them from the weather outside.

Call us at 716-776-7663 TODAY.

When you choose WNY Company for your new roof, you're not just spending money to repair your house.

You're doing it to give you that sense of protection.

We go the extra mile to give you that protection.

Included in our new roof installation is a water and ice shield.

It's a thin membrane that is installed below the other roof elements.

Made with polymer-modified bitumen, it protects the vulnerable elements of your roof from water and ice damage.

And our water & ice shield helps keep the elements out. And your loved ones safe and dry inside.

Isn't that important?

Call us at 716-776-7663 TODAY.

Now you know how we'll not only protect your home and investment but also your family.

We'll give you that protection you need and deserve. At a price that is more affordable than many other area companies.

But will you take that next step?

To protect your family?

Call us at 716-776-7663 TODAY.

As you might imagine, with our reputation and experience, we're busy.

So busy that we have to turn away many projects because we just can't fit them all in during the season.

So, if you don't reach out soon, we might have to turn you away.

Get back to us soon, before you miss out.

Best,

Anthony
WNY Company
716-776-7663

P.S. Remember, I'm here for you.

I want to answer any questions you may have about your estimate.

Or any questions at all.

I want you to be 100% confident in your decision to choose us for such an important job.

Remember, we have a strong track record with years of customers satisfied – no, THRILLED – with our services.

And we guarantee our work!

What more can you ask for?

Contact us right now, while it's fresh on your mind.

Call us at 716-776-7663 TODAY.

WNY Company Autoresponder Series

Email #4

SUBJECT LINE: Why Does It Look So Sparkly in the Store?

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company, and I was talking with a friend of mine recently about engagement rings...

He was telling me about buying an engagement ring to propose to his girlfriend.

He went to a nice jewelry store, looked at several rings, and picked one that looked pretty in the case.

Later, he looked at it in his kitchen.

While still beautiful, he noticed it didn't sparkle as much as it did in the store.

Jewelry stores are great at making their products look beautiful under special lighting in their stores.

What they're doing is increasing the curb appeal of their jewelry.

It got me thinking...

How a new roof boosts a home's curb appeal.

Savvy homeowners know that a great roof will:

- Help them feel good about their investment
- Fill them with pride when friends and family visit
- Increase their asking price if they ever decide to sell

And it's easy to get started.

Call us at 716-776-7663 TODAY.

With WNY Roof, we've partnered with Owen Corning, an industry leader, for our building materials.

They've got 80 years of experience to back up their claim of being the best.

They lead the pack with a stellar reputation, meaning your new roof will look great and it'll last.

Of course, the best materials in the world don't do much good unless they're installed properly.

We've got that covered – our customers rave about both our results and considerate customer service.

And the best party? You already know the investment.

Call us at 716-776-7663 TODAY.

You're reading this because we've already met with you, examined your home, and provided a clear, to-the-dollar cost estimate.

So, you don't have to sweat over the money thing.

Look, we know getting a new roof is a big investment.

We'll address any concerns at every stage: before, during, and after the project is complete.

We want you to be happy with your decision, so we even guarantee our work!

It's all in your estimate – and if anything isn't clear, let us know.

And price? I'm constantly told we're more affordable than other contractors from our customers.

But I want you to decide to choose us not just on price.

No, I want you to choose WNY Roof because you feel like you're going to get a new roof that will:

- look great
- protect your loved ones
- Protect your home

...for decades to come.

Call us at 716-776-7663 TODAY.

So, are you ready to get started?

Best,

Anthony

WNY Company

716-776-7663

P.S. We'll do everything and anything we can to make sure you're happy...

...But you've got to take the next step soon.

Our team can only schedule so many projects at a time.

You'll need to get on our schedule soon before it fills up.

Otherwise, you might have to wait months to get started.

Call us at 716-776-7663 TODAY.

WNY Company Autoresponder Series

Email #5

SUBJECT LINE: Wow, Those Bad Guys Scared Me

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company, and I was just watching one of my favorite superhero movies...

The movie was "Superman 2" starring Christopher Reeve, Gene Hackman, and a bunch of other great actors.

In the movie, Superman faces three villains from his home planet Krypton. Since they had the same powers as he does, it was a real threat.

The bad guys first showed up on the earth's moon and wrecked a bunch of Nasa equipment up there.

Then they attacked the astronauts.

In one scene, one of the Kryptonians ripped a badge off an astronaut's spacesuit, causing his oxygen to leak out.

I remember that scene scaring me as a kid. That astronaut was no longer protected from the harshness of the moon's environment.

Luckily, we don't have to worry about that on Earth.

But some threats can seep into our homes. Things like mold.

Mold brings with it bacteria harmful to anyone living inside.

But how do threats like mold get into homes?

Here's what Medical News Today says:

“Mold will only flourish if spores land somewhere that has the ideal conditions for growing, such as moisture and a supply of suitable nutrients. If the environment is unsuitable for the spores, they do not usually develop or cause a problem.”

Guess what?

A new roof protects you from those threats.

Call us at 716-776-7663 TODAY.

We at WNY Company always go the extra mile to keep intruders like mold out.

Because a new roof is not just about keeping the weather out. It's not just about making your house look good. Or for resale value.

It's also about protection.

And to give you protection, we've teamed with the best.

We partnered with Owens Corning to offer the highest quality materials to protect your family from the harsh invaders trying to infiltrate your home.

Owens Corning has a stellar reputation as an industry leader with over 80 years of experience.

Using those materials, we'll make sure the installation is done to perfection to safeguard that which is most precious to you. Your loved ones.

Isn't that important?

Call us at 716-776-7663 TODAY.

Why not call us today to get started?

Since you're reading this, you've already met with one of our technicians.

You know what the investment is.

You know about our track record.

And you know about our guarantee.

Ready to get started?

Call us at 716-776-7663 TODAY.

The investment of a new roof is worth its weight in gold when it comes to keeping your loved ones healthy.

We're eager to get started.

It's your call.

Best,

Anthony
WNY Company
716-776-7663

WNY Company Autoresponder Series

Email #6

SUBJECT LINE: I Made a Big Mistake...

Hey <<FIRSTNAME>>it's Anthony from WNY Company. And I'm really embarrassed...

As you know, for the past couple of weeks I've been giving you reasons why a new roof for your house is a good thing. And why WNY Company is right for the job.

But (whoops) I goofed up. I forgot one of the basic rules of selling:

"Let others do the selling FOR you!"

What I SHOULD have been doing is giving my mouth a rest and letting some of our past clients do all the talking.

Nobody (including you) is going to just jump into such an important project without hearing what others have to say, right?

So, I'm proud to present several comments from satisfied clients of WNY Company...

Jerry of Buffalo, NY

“Perfect. Not only was I delighted with the price after getting three different estimates, but the job was well done and done quickly. The cleanup was also extraordinary. I did not find one nail in or around my home. I have since recommended this roofing company to two of my friends, and two of my brothers all have been delighted with this company’s work and price.”

Description of work: New roof. Old roof needed to be torn off, and a new roof, as well as a new skylight, needed to be placed on.

Darren From Orchard Park, NY

“Anthony and his crew did an impeccable job on my roof! Not only did they remove and replace my old roof, along with any parts of the wood beneath the shingles that were damaged, but they also put aluminum fascia covering over the post on my porch and at the corners near my garage. As an added bonus, Anthony and his crew replaced some of the house tiles that were broken and in need of repair, as well as replacing rotted wood around one of the windows outside of my garage.

Considering I got an initial estimate for only a new roof, with all of these other repairs and upgrades thrown in for a modest amount more than the original estimate, I am beyond thankful for contacting WNY Roof for my needs! Anthony’s compassionate, considerate, and professional attitude was greatly appreciated at a time when I needed it.

With my husband’s recent passing, Anthony was a blessing I didn’t know I could find in a business where each of the estimates I collected seemed to become more and more outrageously overpriced and insulting. I think some others saw nothing but dollar signs because of my suburban neighborhood, while Anthony saw an opportunity to help someone in desperate need of services he could easily provide with no hidden agenda nor inflated extra fees.

I recommend WNY Roof for anyone in need of a reputable, professional, and incredibly reasonably priced option to combat all the inflated ones others propose!”

Description of work: Old roof removed and new roof installed with new fascia coverings as well.

Dawn of Buffalo, NY

“They were extremely professional and very polite. They were able to do my roof within two weeks. The cost of the new roof was well below what I expected.”

Description of work: Complete tear-off of roof

Joseph of Clarence Center, NY

“They did an excellent job. They were very professional and cleaned up afterward.”

Description of work: Full roof replacement

Tracy Of Orchard Park, NY

“Amazing. The owner and workers were kind, courteous, and all-around terrific! They finished in one day, and you could hardly tell they were even there besides a brand-new roof. It made our house look that much more and gave it great curbside appeal! Thank you, gents, especially Anthony!”

Description of work: A new roof due to a long winter

And that's just a few.

I've got a file cabinet full of comments and letters from clients just like those over the years.

These folks (and many others) trusted us to help them protect their homes and loved ones with a new roof.

If you want to read stacks of other comments, let me know. Believe me, I've got a lot!

But what about you?

--Are you ready to increase the curb appeal of your house?

--Are you ready to protect your loved ones from the harsh weather?

--Are you ready to keep molds and mildew out of your home?

-- Are you ready to make a home improvement that comes with a 70% return on investment?

Then let WNY Company get started on your new roof today.

You've already received our estimate. That means there are NO surprises. Or sneaky add-on fees or hidden charges.

Call us at 716-776-7663 TODAY.

Remember—the window is closing.

We get so many requests each year for projects just like yours. But we can't possibly fit them all in. At least not without cutting back on the quality of work we do.

And that isn't happening.

So, contact us today, and let's get this thing rolling...

Call us at 716-776-7663 TODAY.

Talk again soon,

Anthony

P.S. Remember, we use Owen Corning building materials. They've got 80 years of experience providing the best, most long-lasting materials.

You'll be getting a new roof built with materials from one of the industry's leaders.

Call us at 716-776-7663 TODAY.

WNY Company Autoresponder Series

Email #7

SUBJECT LINE: Have you seen that one before?

Hi <<FIRSTNAME>>,

It's Anthony from WNY Company, with a quick question to ask you...

Did you see a lot of reruns on TV growing up?

I know I did. My favorite shows would air new episodes for several weeks, then they'd run old episodes for a few weeks.

It drove me crazy because as a kid, I wanted something new!

These days, if TV shows don't have a new episode, they're just not on.

But the 'threat' of reruns is still here.

Like with your roofing estimate.

In my previous emails, I've told you a lot.

You've heard about just some of the benefits a new roof gives you:

- Better curb appeal
- Protection for your loved ones

- Higher resale value
- Fantastic return on your investment
- and much more.

Yet you still haven't contacted me to move forward with your home improvement project.

That concerns me because if you don't respond soon, we'll have to 'rerun' you.

That means we'll have to come back to your house and do another estimate.

And that's a problem.

You see, building materials are always fluctuating so if we need to do another estimate, there's a chance prices have gone up. So, your estimate might be higher, too.

To make sure your estimate doesn't go up, you'll need to act right away.

Call us at 716-776-7663 TODAY.

You have the original estimate in front of you. And I've been told countless times that we're more affordable than many other companies in the area.

So, we've certainly set ourselves up to be an attractive option in terms of money.

Since the investment is reasonable and your house needs the work, can you think of any reason why you shouldn't get started?

Yeah, me neither.

Call us at 716-776-7663 TODAY.

Look, here's the bottom line:

I've shown you how we can give you peace of mind with quality materials and our own great track record...

I've shown you how our materials partner, Owen Corning, is an industry leader...

I've shown you how much our past customers loved what we did for them...

I've even offered to guarantee our work. You're 100% protected.

What else can I do?

Call us at 716-776-7663 TODAY.

Hope to hear from you soon...

Before we're forced to do another estimate. One that might have higher prices for building materials.

Anthony

P.S. Thanks for your time over the last couple of weeks. It's been a pleasure speaking with you, and I truly hope our paths cross again soon.

But before I go, I just have to ask you one last again...

Are you ready to get started?

Call us at 716-776-7663 TODAY.