

Hi Flooring Success Systems members! We have a special early “Christmas surprise” for each of you. 😊

The Home Advisor and eHome Advisor are a cornerstone of the Core 3 program. Hundreds of dealers across the U.S. and Canada have had great success using this unconventional marketing strategy. Many have totally transformed their businesses by using this system to market to their past clients.

We’ve given the Home Advisor a complete redesign, and as our “Christmas surprise” we decided to unveil it for you this week so you’d have it in plenty of time for your January New Year’s mailing. You’ll see that it has a brand new look, while still keeping the personal feel.

As part of the ‘2017 update’, we decided to also update the name of the Newsletter and eNewsletter due to the encroachment of the referral service, *Home Advisor*, in the US. This company began using the Home Advisor name in recent years, and has become well-known (notorious?) in the home services industry. Although we have the Home Advisor phrase trademarked, their business is *just different enough* to be able to use the name. :/ We don’t want to cause confusion for any of your clients, so we decided to change the name of the Home Advisor to (drum roll please): The ***Neighborhood Advisor***™.

We hope you like the new, updated design and name. We’ve updated the instructions you receive each month as well to provide you with easy tips to customizing your newly designed newsletter.

You are, of course, welcome to continue using the original Home Advisor if you’d like, just transfer the content into your original template. Alternatively, we’ve provided a new ‘Home Advisor’ masthead you can insert into the new Neighborhood Advisor template if you want to use the new design, but retain the original name (refer to the instructions sheet on replacing an image if you want to do this). Going forward all newsletter templates will be provided with the Neighborhood Advisor name. For those of you who roll out this new design in 2017, we’re looking forward to hearing the feedback you receive! 😊

You’ll notice we’ve included a few additional images for your use:

1. The eNeighborhood Advisor masthead to be used in your emails if you choose (if you are working with a Concierge, they can change this for you)
2. An alternative image for ‘Night out’ for those of you who use a different gift than the suggested movie tickets
3. An updated Home Advisor masthead for those of you who would like to retain the original name with the new design.

Your opening message may be a great place to introduce your list to your new Neighborhood Advisor design!