

***Last minute Christmas special…***

**“3 Reasons To**

**Sprint To Jimbo’s Floors**

**And Book Your**

**Floor Covering Right Now!”**

 **December is booking up fast!!**

Ho, Ho, Ho!



**Jim Armstrong & Mick**

*Santa’s Helpers, Flooring Division*

Dear Friend & Client,

Mick and I want to make sure that you and all the rest of my previous clients have the chance to get the few remaining openings I have in my schedule before Christmas. As I write this letter, my December schedule is over half full, and filling up quickly!! So if you absolutely have to get new flooring before Christmas, call or visit my store **RIGHT NOW!**



**Get a Free Early Christmas Gift…**

**Cookie Tree Cookies!**

The first 7 clients who visit my store by December 14th and buy flooring will receive a gift certificate for a dozen cookies from the Cookie Tree! Ah, the magic words…*Cookie Tree*! I love Cookie Tree cookies, and so do most of you. They’re a confectionary miracle! So, the first 7 clients who buy flooring by December 14th will receive a gift certificate for a dozen Cookie Tree cookies! You’ll get the gift certificate even if your flooring is not installed until after Christmas.



Limited supply! I am only giving away 7 gift certificates! If you delay, it’s a sure thing that someone else will get your gift certificate. Also, December 14th is only a short time away, so don’t wait. Put down whatever you’re doing and sprint on over to Jimbo’s Floors!!



**Previous client special…Save $100!**

**Just bring this letter with you when you visit Jimbo’s Floors!**

This offer is good for any purchase over $2,500. If your purchase is between $1,000 and $2,499, you’ll get dinner for two at the City Café. Under a thousand and you’ll get a gift certificate to Starbucks and a FREE spotting kit. How many times have you gotten mustard, or pet urine, or wine on your carpet and not known what to do about it? Or made a bigger mess by using those “grocery store” spotters? Well, your FREE kit comes with four different spotters and complete instructions on how to get out even super-tough spots. It’s great for auto upholstery, too!

You don’t have to have the flooring installed before Christmas to save $100. (Frankly, we’re in such high demand that by the time you get this letter it might not be possible.) Just purchase your flooring in December, and even if I can’t install it until January, I’ll still honor this special offer. **I’m NOT making this offer available to the general public. It’s for previous clients of Jimbo’s Floors only (or for someone you refer—just give them this letter.)**

 I’m looking forward to hearing from you!

 Your Friend,



Jim Armstrong

 President, Jimbo’s Floors

 530-790-1234



December is almost full. Book your flooring NOW before it’s too late!! 530-790-1234.



 Save $100 if you buy flooring in December. Also, the first 7 clients who buy flooring by December 14th will receive a FREE gift certificate for dozen Cookie Tree cookies! Don’t Delay!



 Who is the next person you know who could benefit from my service? Can I count on you to pass this letter along to them? You’ll be doing them a gigantic favor by referring them to a flooring dealer they can trust.



 Don’t forget about my *Referral Rewards* program. Every time you refer someone who becomes a client, I’ll send you a gift certificate for two passes to the Movies-8 Cinema. And what’s a movie without popcorn? The gift certificate will also cover two sodas and two jumbo bags of popcorn!

**“**This is our 2nd flooring purchase thru Jimbo’s Floors and once again it was painless! Thank you for your great service and we have highly recommended your services to other people. On a scale of 1-10, with a 10 being the best, we would rate the courtesy of your staff as a 10. Thanks again for the beautiful carpets!”

 **-Chad & Michelle Lamar, owners of A better Look hair salon, Yuba City**

“Jim,… if anyone asks me about flooring I will certainly give them your name! You provided me with a painless process. After our initial meeting, I found the opportunity to work with you and Sheryl via continued emails very pleasant. The timeliness of your responses was much appreciated. These emails helped you and Sheryl provide a degree of personalized service far superior to larger stores I have experience with. I felt in constant touch and never had any lingering questions while I was "in process". Highly recommended!”

 **-David Kuvelis, X-Ray Technician at Fremont/Rideout Health Group, Yuba City**

“This is the 2nd time I’ve used Jimbo’s Floors and Roberto Gonzales. I contacted Roberto for floors when I was moving into a new home. He co-ordinated with the Realtor to make sure the floors were installed on time. When the purchase closed escrow, I was able to begin moving my furniture in immediately, and my new carpets looked fabulantastic! Way to go Roberto!”

 -**Wayne Jens, Dentist, Yuba City**

“Dear Roberto, we’d like to thank you for always being available to answer our many questions about the floor-buying process. Your availability and your expertise gave us the answers we needed to get flooring for our first home. Because this was our first time buying a home and new floors, we had many questions. Whether meeting face-to-face or speaking over the phone, we always felt you gave 100% of yourself to our needs. Thank you for helping us find what turned out to be beautiful laminate. The area rug you recommended looks great in the dining room. You’re the best.”

 **-Jonathan & Marie Lavenan, Software Sales and Paralegal, Marysville**