

newhomelet

{Date}

{Address}

Dear **{Homeowner's Name}**:

Congratulations on the purchase of your new home. You have committed money and time, and a lot of it. If buying a home was like any other investment you would be looking for the return of more money and more time. But buying a home is not like any other investment. You cannot live in a stock certificate or raise children based on the advice of a broker. However, there is a way you can assure increased returns on the time and money you have put into your home.

You can add improvements like a new roof, or an addition to increase the returns on your monetary investment, moreover the value of your home. But how can you expect to also increase or extend time? The only way is through light.

The addition of outdoor light is a method you can employ to extend your outside activities (parties, chores, barbecues, or just relaxing, etc...) over a longer period of time. Many people spend a large percentage of their day away from their home whether at work or out on the town running errands. The only time they see their home is at night or on weekends. You don't have to be one of these people. Outdoor lighting cuts through the barrier of darkness and allows you to enjoy your home both day and night.

{Contractor's Name} can install an outdoor lighting system designed to your specifications that will extend the usable hours of your property. **{Contractor's Name}** installs Nightscaping® lighting equipment. Nightscaping® landscape lighting operates at a lower voltage than traditional lights making your operating cost approximately one-third less. Nightscaping® lighting offers the best guarantees available in the outdoor lighting industry (ranging from 10 years to life).

A Nightscaping® lighting system installed by **{Contractor's Name}** will simultaneously increase the security, safety, beauty, and value of your home and property. Landscape lighting will allow you to accent the features of your new home that you find most attractive. With a host of equipment at their disposal, **{Contractor's Name}** can create dramatic, aesthetically pleasing lighting effects that illuminate paths and drives, that cast beautiful shadow patterns, that provide functional lighting for outdoor entertaining and dining, that will make your new home the envy of the neighborhood.

It is impossible to utilize your home to its fullest extent without outdoor lighting. Call me at **{Contractor's Name}** at **{Number}** today for more information on the benefits of a professional landscape lighting system. Contact us now and receive a free Nightscaping® demonstration that will turn your home into a lovely display of light and architecture.

Personal regards,

{Contractor's Name}

P.S. You can view all of Nightscaping's® available fixtures, pictures of different lighting techniques, and receive complete warranty information at www.nightscaping.com. Thank you.