CUSTOMIZATION INSTRUCTIONS

Customizing the materials available to you at **ResidentialMarketGrowth.com** is an important step in reaching prospective builders and homeowners. This guide will walk you through the steps.

IMPORTANT NOTE:

The following pieces **MUST** be customized before use.

BUILDER RESOURCES
- Direct Mailer
- Brochure
- Email
- Print Ad

HOMEOWNER RESOURCES
- Direct Mailer
- Bill Stuffer
- Print Ad

CUSTOMIZING DIRECT MAILERS, BROCHURES, BILL STUFFERS, AND PRINT ADS:

The only text you may edit on the direct mailers, brochures, bill stuffers, and print ads is the contact information. To do this:

1. On the Resources page of **ResidentialMarketGrowth.com**, click the link of the material you'd like to customize. This opens the PDF document on your web browser.

2. On a PC, using your mouse, right click the document to save it to your computer. If you are using a Mac, using the mouse, right click the image to save it, or use the download function.

3. Open the PDF file on your computer.

4. Locate the contact information. Depending on the piece, it will look similar to this.

> For information:
> Call 1-XXX-XXX-XXXX
> Visit marketerwebsiteURL.com
> Or visit PropaneWaterHeating.com
>
> Include information about appliance or construction rebates or incentives available in your area.

5. Click on the text. Edit the generic copy to add your own phone number, web address, and other important company information.

6. If the piece you're editing is a direct mailer, you must add your own return address as well. If you plan on using labels for this, simply delete the placeholder text. The destination address can be filled in by hand or by a local printer using a list of addresses you provide.

7. Save the PDF document.

Your PDF is now ready for use. You can print the document yourself, or work with a local printer. Print ads can often be emailed to publications for use. Check with the publication for specific instructions.

CUSTOMIZING EMAILS

To customize an email to builders, follow these instructions:

1. Click the email link in the Builder section of the Resources page at **ResidentialMarketGrowth.com**. This opens the PDF document of the email on your web browser.

2. On a PC, using your mouse, right click the document to save it to your computer. If you are using a Mac, using the mouse, right click the image to save it, or use the download function.

3. Open the PDF file on your computer.

4. Using the Edit menu, click Select All.

5. Using the Edit menu, click Copy. You can also right click the text, then click Copy.

6. If you are planning to email a builder, open a new email using your email program.

7. In the email program, using the Edit menu, click Paste. You can also right click the email document and select Paste.

8. This will place the text in the email. In some cases, you may lose the formatting of the email. Add line breaks as needed.

9. Edit the greeting, your company contact information, and other information as needed.

10. Save or send the email.

ADDING YOUR LOGO

It is possible to add your company logo to the direct mailers, brochures, bill stuffers, and print ads. To do this yourself requires Adobe Acrobat Pro software. If you do not have this software, it's recommended that you work with a local printer to add your logo to the materials.

⚠ If you need further assistance with customization, please contact PERC at 202-452-8975.