

DAY 1 - Email Subject: Welcome to Marlo!



Hi, [First Name]:

Thank you so much for your interest in Marlo.

I'm delighted to have this opportunity to help you explore these beautiful [Modern Brownstone townhomes](#).



Offering the perfect combination of refinement and affordability, Marlo is the obvious choice for your first home, your forever home or a compelling investment to add to your portfolio.

I'll be reaching out to you shortly so that you can get priority access to Marlo.

In the meantime, be sure to visit our website at www.livemarlo.com.

If you have any questions, please call me (403) 836-5984 or email me at info@livemarlo.com.

I look forward to chatting soon!

Matthew Chiacchia

REALTOR®/Marlo Sales Manager



Email: info@livemarlo.com

Website: www.livemarlo.com

Phone: 403-836-5984

DAY 4 - Email Subject: Stay in the loop with Marlo

Hello, [First Name]

I hope you received my last email and were able to check out our website.

Our sales centre is open Saturday and Sunday from 12:00 – 5:00 pm and Monday thru Wednesday from 1:00 – 7:00 pm. We would love to introduce you to Marlo in person, so don't hesitate to give me a call or email to book a viewing.



In the meantime, Marlo wants to make sure you're in the loop. Here is some background information about your new home:

- When will Marlo be completed?
 - a. Marlo is being developed in five phases, with the first phase currently under construction. You can take possession of your Marlo townhome this year!
- Who is building Marlo?
 - a. Marlo is the latest project by Vericon Communities. We are dedicated to conceptualizing, designing and constructing targeted developments in select neighborhoods that satisfy the dreams and desires of today's value and quality-conscious buyers. We aren't content with the status quo and we never consider a detail too small to warrant our careful consideration. Vericon proudly offers homes and developments that are uncommonly fresh, affordable and timely.

Learn more about Vericon Communities at www.vericoncommunities.com

- Who is Marlo?
 - a. Marlo is not just a great place to live, it is a place to be yourself; genuine, unfiltered and uniquely you. YOU are Marlo!

Don't miss your opportunity to enjoy [Modern Brownstone Living](#) in the heart of Marda Loop!

Give me a shout if you have any questions or would like to visit the sales centre and site. I can be reached at (403) 836-5984 or info@livemarlo.com

Talk soon,

Matthew Chiacchia

REALTOR®/Marlo Sales Manager



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PS – Speaking of Marda Loop, don't miss our community video in my next email!

DAY 7 - Marlo Loves Marda Loop

Hello, [First Name]

We know you're interested in Marlo, and that means you're interested in Marda Loop as well.

Marda Loop offers a vibrancy and vitality that recommend it as one of Calgary's most desirable neighborhoods. An enticing array of shops and restaurants, excellent transit connections and superb walkability all combine in a centrally located and well-established community.

Whether you are enjoying the Farmers' and Makers' Market at cSPACE, exploring over 130 street-level boutiques and eateries or simply cruising the bike lanes and pathways, you'll be immersed in the lively and friendly feeling that defines this community.

Be sure to view our video about this captivating neighborhood: <https://vimeo.com/244156369>

Cheers,

Matthew Chiacchia

REALTOR®/Marlo Sales Manager

Marlo

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PS – Stay tuned for my next email offering a special Pro Tip.



Photo from www.visitmardaloop.com

I AM
Marlo

DAY 10 - Email Subject: Do you know how to spot a deal?



I do, and so does Marlo!

I continually help my clients get awesome deals on the homes they buy and that's because I always keep them ahead of the game.

So, **[First Name]**, if you're looking for exceptional value and a strong investment, you need to look at Marlo.

- **Best-Priced [Modern Brownstone Townhomes](#)**
Providing the perfect combination of refinement and affordability, this is not your average condo building. These stacked townhomes with private garages stand tall in Marda Loop.
- **High-Quality Finishes**
Unlike other projects, Marlo provides luxury finishes and features – standard!
- **Individual Outdoor Entrances and Private Garages**
Your own garage, your own front door and your own freedom
- **Built to Last**
Marlo isn't content with the status quo and never considers a detail too small to warrant careful

consideration. Marlo offers you a home that is uncommonly fresh, affordable and timely.

- **A Top-Tier Investment**

According to future projections, Calgary's rental market is going up year-over-year for the next few years. All signs point to positive growth in this market!

Don't hesitate to give me a call or email if you would like to visit me at the Marlo sales center.

Thanks,

Matthew Chiacchia

REALTOR®/Marlo Sales Manager



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Phone: 403-836-5984

DAY 12 - Email Subject: Marlo sparkles!



[First Name], I want to invite you to bask in the radiant features of your Marlo townhome.

- ❖ Design space to showcase a striking brick accent wall
- ❖ 9' and 10' ceilings and oversized windows combine to create a sense of light and space
- ❖ Flat painted ceiling for luxury appeal – no stipple!
- ❖ Radiant in-floor heating
- ❖ Individual forced-air furnaces in upper-level homes
- ❖ Roughed-in air conditioning in upper-floor homes
- ❖ A double layer of 5/8" drywall on all common walls to ensure a peaceful ambiance
- ❖ A 1 ½" layer of lightweight concrete on floors minimizes sound transfer and maximizes your enjoyment
- ❖ Ample decks and patios with gas and power outlets for your barbecuing and entertaining convenience

Call me to book your appointment at our sales centre and prepare to be dazzled!

Matthew Chiacchia

REALTOR®/Marlo Sales Manager

Marlo

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DAY 15 - Email Subject: Marlo is too excited to wait



Hi, [First Name]

Like you, Marlo is all about living life now.

That's why Phase One construction is well underway... Marlo is getting ready to welcome you into your new townhome this year!

Give me a call to book a time to come down to our sales centre and discover [Modern Brownstone Living](#) – 1,2 and 3 bedroom townhomes from \$214,900.

I look forward to your call!

Matthew Chiacchia

REALTOR®/Marlo Sales Manager

Marlo

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DAY 18 - Email Subject: The Man behind Marlo

Hi, [First Name]

By now, you are likely captivated by everything Marlo and may be wondering who is responsible for the most exciting townhouse project in Marda Loop...



Joseph Fras is the president and founder of Vericon Communities. Joseph has over 25 years of development experience and a commanding knowledge of both the industry and the Alberta market. He is responsible for guiding and overseeing the entire development process. From building design to construction and possessions, Joseph is directly involved in every aspect of Marlo to ensure that you are delighted with your new home.

Learn more about Joe and Vericon at: www.vericoncommunities.com

And, as always, don't hesitate to contact me with any questions or to arrange an appointment.

Cheers,

Matthew Chiacchia

REALTOR®/Marlo Sales Manager

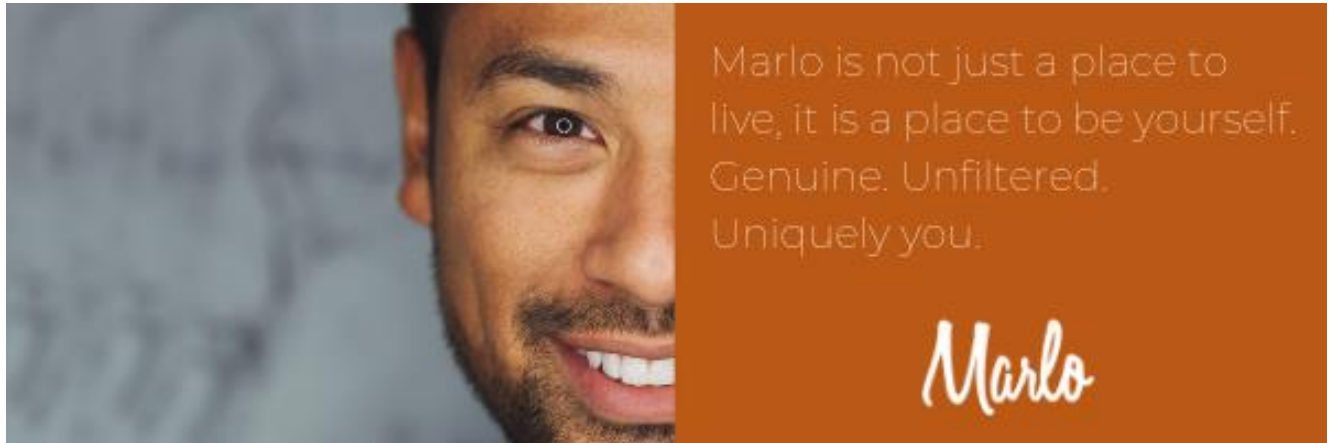
Marlo

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Phone: 403-836-5984

DAY 20 - Email Subject: Like you, Marlo is unique



Hi, [First Name]

You are peerless and you are uncompromising... that's why YOU are Marlo!

Marlo offers three enticing floorplans, because your home is truly a reflection of you.

- ❖ One-bedroom flats, two-bedroom split levels and three-bedroom townhomes with spacious rooftop patios.
- ❖ Luxury finishes and features – standard.
- ❖ Located in one of Calgary's most sought-after communities

Call me to discover [Modern Brownstone Living](#) in Marda Loop – starting at \$214,900.

Best,

Matthew Chiacchia

REALTOR®/Marlo Sales Manager

Marlo

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