

Wave One is built. Four things we need from you before it mails.

Every piece of the first wave exists in print-ready form. Every number was re-verified this week against public record and our own Altos data. Ray has reviewed and marked the copy, and his corrections are in. Letters drop Monday, September 7 — and they go out over your two signatures, which is why the four questions below are yours rather than ours.

5

COLD ACCOUNTS, PACKETS
BUILT

4

WARM ACCOUNTS, PHONE
FIRST

Sep 7

MAIL DROP

Aug 28

DATA VERIFIED THROUGH

WHAT WE NEED FROM YOU

Four questions

Everything else is handled — see the note at the end of this section.

01 Do any of you already know these four men?

Greg Lynch (Enfort), **William Mentor** (SoMa), **Mike Walsh** (Terrene), **Clint Mead** (Straight Arrow). We have already caught two near-misses this week: the Blueprint note was written as a cold introduction to Lucas DeHerrera, whom you both know personally, and Ray turned out to have standing relationships with Kevin Capuzzi and Ben Paulus. Both were rewritten. A cold letter to someone who has already sat in our office is the one unforced error available here.

The ask: go through the four names now. Any hit changes that letter from a cold open to a warm one.

02 Is this how the firm should describe itself?

Every letter opens: *"We are building an elite new construction sales team in this market, and we would rather prove that than claim it."* It sets the posture for the whole campaign — confident, but earning it rather than asserting it. It also stays clear of a ranking claim, which our compliance rail bars without year, metric and source.

The ask: approve the sentence, or tell us where the line sits. It is one string and swaps across all four letters in a minute.

03 Is the portal demo account a priority this week?

Every letter, call and email asks for the same thing: twenty minutes in front of the portal. It is the entire conversion point, and it needs a sanitized demo account — never a real client's data. The first callback could come Friday September 11.

The ask: confirm it gets built by Friday September 4, and who owns it.

04 Do we mail on September 7, over your signatures?

Four letters, hand-signed by the two of you, First-Class, to the four builders on the next page. The numbers hold until roughly September 10; past that everything gets re-pulled before print.

The ask: approve the roster and the date, or move the date deliberately.

Handled, no decision needed: the two email templates go to legal this week (the Day 10 and Day 30 emails are the only channel with CEMA exposure; printed mail and phone calls are not affected) · Ray preps his LinkedIn and the connection sequence · Ray and Cole do the final copy read · print, signature and mail logistics · the Merit parcel comes from the seller-advisory pipeline.

THE ROSTER

Who gets what

ACCOUNT	PRINCIPAL	THE ARGUMENT	OPENER
Enfort Homes	Greg Lynch	Four listings, four firms, ~\$14.58M. Two sitting at 177 and 128 days against a 70-day Kirkland median at their price	Letter + diagnosis
SoMa Homes	William Mentor	52 pre-market homes. A pre-development read before anything lists — the wedge against an incumbent already in place	Letter + diagnosis
Terrene Homes	Mike Walsh	Fourteen in play across six firms. Four went pending in six weeks, ten still stand, and nobody can say why	Letter + diagnosis
Straight Arrow	Clint Mead	Five listing relationships in five years. One closing in twelve months. 195 days against Bellevue's 70	Letter + diagnosis
Merit Homes	Kevin Capuzzi	Published buy box, pays brokers for land. Ray's relationship	Ray's call, with a parcel
Blueprint Capital	Lucas DeHerrera	List-back enrollment reaches 60+ member builders. Dustin and Ian's relationship	Note over the existing relationship
Legacy · gProjects · Blue Fern	Ward · Black · Paulus	Former clients and a warm reopen. No packet, no CEMA exposure, no print dependency	Ray calls, week of Sep 1

Excluded: MRN Homes / Michael Nelson — competitor, do not engage. **Queued for wave two:** JayMarc, Elliot Bay Construction, Milestone NW — one diagnosis pull each.

THE CLOCK

Eleven days, then the cadence runs itself

WHEN	WHAT	WHO
This week	Demo account · legal package · Merit parcel · final copy read · Ray's LinkedIn prep	Cole, Ray
Sep 1-5	Warm reopen calls — momentum, and walkthrough practice on a friendly audience	Ray
Mon Sep 7	Four letters mail. Merit parcel goes with Ray's call. Blueprint note from Dustin	Dustin, Ian, Ray
Tue Sep 8	LinkedIn connection requests — presence, no ask	Ray
Fri Sep 11	Day 4 calls. One number each, the twenty-minute ask, then stop talking	Ray
Mon Sep 14	LinkedIn DMs — accepted connections only	Ray
Wed Sep 17	Day 10 emails with the packet attached (<i>needs legal cleared</i>)	Ray
Wed Oct 7	Day 30 delta — re-pull their listings, send what moved, one sentence	Ray, Lauren
Quarterly	The Absorption Benchmark, to everyone, forever. The list never goes cold	Marketing

— SAY IT THE SAME WAY

The pitch, for everyone in the room

We are building an elite new construction sales team in this market, and we would rather prove that than claim it. Ray York ran sales for a division of D.R. Horton. Our buyer brokers are trained in the art of new home sales, so the team selling the homes is the team bringing the buyers. Marketing is in house. Follow-up runs from broker packages before a community opens, to feedback surveys, to a call on every key-in. All of it lands in a portal the builder logs into — traffic, feedback, absorption against goal, pricing proposed for approval, the marketing plan with its costs. **Nobody else in this market hands the builder a login.** The ask is twenty minutes in our office, in front of a screen.

On the land side the mechanics are already built: the builder buy box means partners only see parcels that fit, and every deal we send sits in one account page they can work end to end.

Rails that never bend: no ranking claims without year, metric and source · no criticism of any agent, brokerage or Windermere — the argument is always structure · price cuts are never the argument, because our own product has taken them · no urgency that is not literally true, and no coming-soon framing · every number carries its date, and gets re-pulled if the piece ships more than two weeks after it.

The detail, one click away

The Copy Book

Every word that mails or gets said: four letters, diagnosis pages, land-side notes, voicemails, emails, warm-reopen tracks, and the rules.

Pipeline Wave One

The plan underneath: accounts, channels and what each is for, the full calendar, field ownership.

Prepared 28 August 2026 for the owner review. Print-ready PDFs and all source copy live in the builder-outreach repo. Market figures: Altos Research, week ending 28 August 2026. Listing figures: public MLS record, re-verified 27 August 2026 — re-pull before print if the mail date moves past roughly 10 September.