



**BUILD the BEST**  
**FOUR SEASONS**  
**SUN ROOMS**  
 Made in N. America for Over 30 Years



**ISSUE NUMBER 824, WEEK OF**  
**JUNE 11-15, 2007**  
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# NEWS YOU CAN USE

MARKETING

## Only 14 Days (2 Weeks) Left in Save 2 Ways Promotion

**1/2-Price Style Package; Free ConservaGlass Plus Upgrade**  
*Sell Prior Customers: Style Package Does NOT Need to Accompany Full Room Order*  
**Style Package Returns to Full Price June 30!**

## 16 Days Until \$1,000 Cash Back Promotion Begins on July 2

**Certificates Being Mailed to Registered Customers, see page 2**

To keep the momentum going through the busy summer season Four Seasons is giving you another

tool to help you generate leads and close sales in the home.

Our \$1,000 Cash Back Promotion

gives consumers real hard cash (in the form of a check from Four Seasons) at the completion of their sunroom.

To help generate sales leads for you, Four Seasons is advertising the \$1,000 Cash Back Rebate in all its national advertising beginning with July issues that will start to hit newsstands and consumers' home in the

*continued on page 2*



Discount Certificate



Completion Certificate

## New Sunroom Care & Cleaning Document Now Available

In response to customer and consumer demand, Four Seasons has created a Sunroom Care and Cleaning document for you to provide to your customers.

Eventually intended to be included in the next reprint of our "Why Four Seasons" leave-behind brochure, the document is included

in this issue of News You Can Use and available on our business-to-business website at [www.4SeasonsSolar.com](http://www.4SeasonsSolar.com) > Photos & Documents > Installation > Overview Procedure.

For more information, please contact James F. Ruppel at extension 279.

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## \$1,000 Cash Back Promotion Certificates Mailing

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middle of June. You can, of course, offer the promotion to these consumers early if they say they saw the national advertising.

Cash back rebates are a proven lead generator and sales closing tool. It's like free money to the consumer! Because the average consumer has no idea how much a sunroom is likely to cost, a straight dollar amount (\$1,000 in this case) can be more real and tangible than a vague percentage off.

### You Must Register to Participate

Because this is a joint participation promotion with both Four Seasons Sunrooms and YOU contributing toward the rebate you must register to participate in the program. For your convenience, a registration form has been included in this copy of News You Can Use. Because of the printing requirements of this promotion, we cannot accept any registrations after June 29, 2007.

### Joint Participation

Four Seasons will contribute five percent of the cost of any Full Room Order up to a maximum of \$500 toward the rebate. You are responsible for the additional funding to reach the \$1,000 total amount.

### Example

Room Cost from FSSP	= \$8,500
5 percent of Room Cost	= \$ 425
YOUR Cost	= \$ 575
Check to Consumer	= \$1,000

Four Seasons will send, direct to the homeowner, a \$1,000 check after both you and the homeowner agree that the sunroom is complete

and fully paid for.

### Free Promotional Materials

We are currently mailing each customer that REGISTERED for the promotion with:

- 50 \$1,000 Cash Back Savings Certificates
- 50 Job Completion Certificates
- Templates to create ads, flyers, postcards to advertise the promotion are now available on the new release of AdBuilderPro on our business-to-business website: [www.4SeasonsSolar.com](http://www.4SeasonsSolar.com) > AdBuilderPro

For more information, contact James Ruppel at extension 279.

## How It Works, Step-By-Step

**Step 1:** Sign up for the promotion. Many of you have already completed this task. If you have not, the absolute deadline is June 29.

**Step 2:** You and Four Seasons advertise the \$1,000 Cash Back promotion to generate sales leads.

**Step 3:** Design Consultants use the orange \$1,000 Cash Back Discount Certificate to help close the sale. This certificate must be properly and completely filled out and submitted to Four Seasons with the P.O. for the room order.

**Step 4:** At job completion, when you receive your final check, you and the homeowner complete the Green \$1,000 Cash Back Completion Certificate. This certificate, completely and properly filled out with the Warranty Number, is submitted to Four Seasons Order Entry Department (fax via 1-800-624-9551).

**Step 5:** Four Seasons calculates its 5 percent contribution percentages based on all materials orders ascribed to the Warranty Number at the time the Completion Certificate is submitted and bills the Franchise, Dealer or Retail Store for its percentage of the contribution to the rebate (see *Example at left*).

**Step 6:** Four Seasons sends the homeowner a check for \$1,000.



affordable & beautiful

## \$1000 CASH BACK

ON ANY COMPLETE SUNROOM from FOUR SEASONS

**YOURS FREE!**

Contact us for a **FREE** copy of "The Essential Guide to Sunrooms" for expert guidance and tips for planning your new room addition.

Four Seasons has the largest and most comprehensive selection of year-round glass room additions (with over 30 different models) to ensure there's one to fit your needs, your home and your budget.

**BUILD the BEST**  
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in the comfort of our 300+ big, brightly lit and open-plan dealers near you. CALL TOLL-FREE TODAY!  
**1-800-FOUR SEASONS** (846-7467) OFFERTON: 8H4G0707  
[www.FourSeasonsSunrooms.com](http://www.FourSeasonsSunrooms.com)

Available at retail area presentation or complete room orders only. Valid through promotion dates at participating locations. Cannot be combined with any other promotion.

To help generate sales leads for your business, Four Seasons national advertising features our upcoming \$1,000 Cash Back promotion.

## New and Improved AdBuilderPro Now Online

Four Seasons popular Online Ad Creation program, AdBuilderPro, has been completely updated and re-vamped with a simpler, more intuitive interface; additional templates including more sizes, door hangers, etc.; increased flexibility, ads with coupons, the ability to upload your own postal indicias, and the current "Build the Best" Four Seasons Sunrooms logo.

The New AdBuilderPro provides you with suggested text for every part of your template (headline, subhead, body copy, callout, etc.) based upon the theme you have selected (Factory Promo; Generic-Grand Opening, Open House, Seasonal Savings, etc.), AND NOW enables you to create YOUR OWN text for any or all of those ad sections! Of course, with this increased control comes increased responsibility: be sure to carefully proofread your text AND preview how that text flows in the particular ad template.

In addition to the increased flexibility, AdBuilderPro now has additional materials for advertising GutterStuffPro and even new Door Hanger templates.

**PLEASE NOTE:** This is a completely NEW version of AdBuilderPro with all NEW templates. If you have any ads saved in the prior version of AdBuilderPro, they will NOT be available in this new version. For your convenience, we are allowing access to the prior version of AdBuilderPro for the next two weeks. During this time you will find a link on the AdBuilderPro website that states: "If you need to access files from the previous version of AdBuilder, you may do so temporarily by CLICKING HERE".

We strongly recom-

*Love the new AdBuilder it actually has the sizes I need. I also love the multi-picture format in the oversize full page ad, Great Job!!!!!!!*

**James Pearson, Superior Sunrooms, Inc., Hot Springs, AR**

mend that you transition to the new version of AdBuilderPro as soon as possible, as the old version will only be available for a couple of weeks.

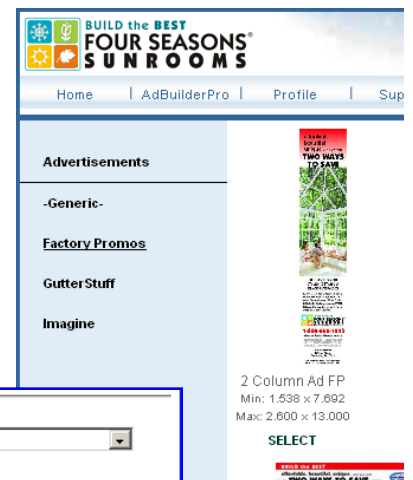
This is only the initial release of this new version of AdBuilderPro. We will continue to update and add features, templates and options over time.

For additional information, please contact James Ruppel at extension 279.

**Step 2 (far right):** Advertisements was selected, then Factory Promos, providing a number of different newspaper or magazine ad sizes you can select (by clicking on the word "SELECT" not the ad image) to bring up the options shown below.



**Step 1 (above):** After selecting AdBuilderPro, select the type of material you wish to create: Advertisements, Door Hangers, Flyers-Inserts, Mailings, ValPak.



**Step 3** Every choice offers you the option to "enter your own".





## CARE AND CLEANING RECOMMENDATIONS



- **ConservaGlass Plus** should be cleaned with any standard, commercially available, household glass cleaner.
- Bulky deposits like tree sap may be carefully removed with a razor blade (lubricate the glass and blade with water or window cleaner). Any residual debris remaining on the glass can be “polished” off with a commercially available automotive finish polishing compound.
- Four Seasons alternately recommends creating a polishing compound made of a commercially available no-scratch powdered household cleaner like Ajax and water.
- After polishing with either polishing compound the area should thoroughly rinsed with clean water and then cleaned with the household glass cleaner.
- No solvents or power washing equipment should ever be used on the glass or framework.

### FRAMEWORK

#### Interior and Exterior Aluminum

- The framework should be cleaned using any commercially available mild automotive washing soap. Abrasive cleaners should never be used.
- To help maintain the painted finish of the aluminum, standard, commercially available automotive wax can be used semi-annually.

#### Interior Wood

- Interior wood finishes should be cared for like other fine furniture in your home. All wood should be sealed and protected with common standard wood finishes like polyurethane, varnish or the like. Regular maintenance procedure should include regular dusting and polishing with commercially available furniture cleaning and polishing products.

#### Interior and Exterior Vinyl

- Wash with soap and warm water. If necessary, a commercially available non-abrasive plastics cleaner can be used with a soft cloth. Stubborn stains can be removed with a stronger, cream or paste cleaner.
- No solvents, abrasive cleaners or power washing equipment should ever be used.





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# NEWS YOU CAN USE

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MARKETING

Four Seasons Factory-Sponsored Promotions

## Registration Form

**Instructions:**

Please print out this form, fill it out and fax it to  
 Customer Service: 631-563-4010

Account Number: \_\_\_\_\_

Franchise/Dealer/Retail Store Business Name

\_\_\_\_\_

By my signature below I am registering in Four Seasons Sunrooms Factory Sponsored Promotion:

\$1,000 Cash Back \_\_\_\_\_ (Promotion Name) PR1000 \_\_\_\_\_ (Promotion Code)

**PROMOTION CODES:**

~~Pre-Seasons Winter Sale: PR020%~~  
~~1/2 Price Style Package: PR12NT~~

~~FREE NEAT Upgrade: PRNEAT~~  
 \$1,000 Cash Back: Pr1000

By Registering for a promotion, I agree to the terms and conditions of the promotion and to support the promotion in my local advertising and marketing activities. Further, I agree that I will use this and all Four Seasons Factory-Sponsored promotions only to sell Four Seasons Sunrooms. Four Seasons factory-sponsored promotions may never be utilized to sell a competitive product.

Business Owner (please print): \_\_\_\_\_

Business Owner Signature: \_\_\_\_\_

Company Name: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_