

Sales Material Usage Guide

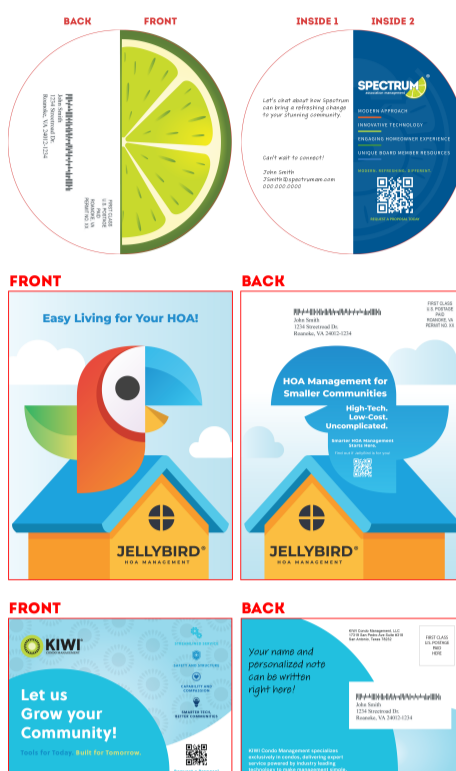


Price Sheets and Proposal Documents

Price Sheets and Proposals are controlled versioned materials and should be distributed carefully to ensure accuracy and alignment with current company standards. If you are needing a copy of the Price Sheet, please reach out to the marketing team to ensure you receive the most up-to-date version. Similarly, proposals should not be modified outside of approved templates or language. If any variations are needed, please coordinate with the marketing team to ensure any changes are reviewed and approved.

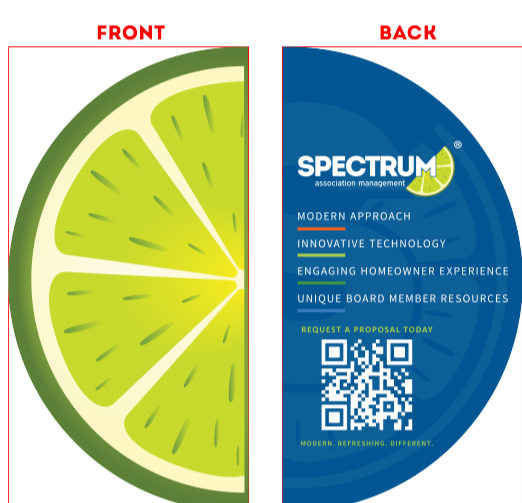
Blank Sales Postcards (Spectrum, JellyBird, and Kiwi)

These postcards include space for a handwritten note and are intended for broad outreach (the image includes an example note, but the version you receive will be blank). These can be sent to any prospective client or used for general sales follow-up.



Die-cut lime – Half lime – QR Code and Core Values

This postcard is a simple, informational piece featuring our QR code and core values. It is intended for broad, low-cost distribution and can be used for general outreach without restriction.



Overcharge postcard

The messaging on these postcards quickly communicate our credibility and spark interest with minimal personalization required. These are designed for broad distribution and can be used across cold outreach, warm leads, or general prospecting efforts.



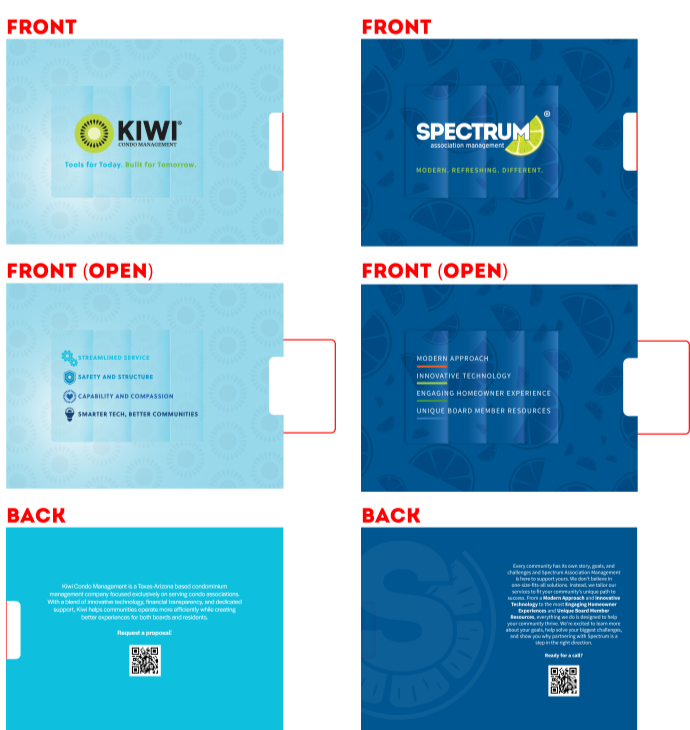
Polymailers with Recipe Booklet + Branded Drink Mix

These are considered a higher-value marketing item and are meant for select opportunities. Please reserve these for high-value prospects or key decision-makers where a more personal, elevated touchpoint is appropriate. They're intended to create a memorable impression and help reinforce our brand experience.



Changing Picture Mailer (Spectrum and Kiwi)

This interactive mailer is a premium, attention-grabbing piece designed to stand out and increase engagement. As a part of a limited test run, these should be used strategically with mid-to high-value prospects where making a memorable impression is important, but a fully premium approach (like the drink packet and recipe booklet) may not be necessary.



Accordion Brochure

This brochure is designed for in-person use and provides a more comprehensive overview of our services and value proposition. It is not intended for mail campaigns but rather as a leave-behind for meetings, conferences, networking events, or on-site visits.

Developer Brochures

Please use these when meeting with builders, developers, or prospects who want to understand how we support communities from the ground up.

