

Designs by Emida, LLC
Mural Painting and Faux Finishing
(608)288-0459
www.designsbyemida.com

Parade Builders Looking for that “Winning Edge”

May 7, 2007

Dear:

The Parade of Homes is almost here, and I know you’re swamped, so I’ll make this quick.

My name is Emida Roller, owner of Designs by Emida, LLC. You may have seen my mural paintings the past few years in Parade Homes by Hart DeNoble Builders, Temple Construction, Hauden & Scholl Custom Homes, Dennis Kirch Construction, Acker Builders and Superior Design Homes.

I specialize in helping high-end residential builders *transform* ordinary walls with one-of-a-kind mural paintings. Murals that *inspire, energize* and leave a *bold* and *enduring* message. Murals that people *remember*.

“Emida listened to our ideas and executed them. The mural she gave us captures the theme in the room so well. Not only were we thrilled with the artistic scene she painted, we were impressed with the way it blended so perfectly with the colors of the room” -- Kathy M., Madison

“Emida’s mural has added a whole new dimension to the entryway of our home. Her attention to detail, her precise workmanship and her use of color made the scene on our wall look so real that people have to look twice.” --Karin V., The Bergamont neighborhood, Oregon.

If you’d like to add a finishing touch to a wall or room in your Parade Home, call me at **288-0459**. I can tailor a mural to fit in with the theme of your home, make it *come alive*, and perhaps give it that *winning edge* to make it really stand out amongst the other twenty 2007 Parade Homes.

My normal fees average between \$700 and \$1500, but as a member of the Madison Area Builders Association, I’m offering my services to two Parade Builders at 50% off my normal rates.

Please call me at **288-0459** to set up a quick 10-minute meeting. If you have a room in mind that could use a finishing touch, I’ll let you know what I can do. If you feel it’s a good fit, great. If not, I may be able to at least offer a few final decorating solutions. Either way, you win.

I look forward to hearing from you.

Sincerely,

Emida Roller
Designs by Emida, LLC
creating better views



P.S. Call me today at 288-0459. **50%** off to the first two Parade Builders.