Client copy ICF And Main

**Read this: The headlines led to the client’s pages**

Notes: Please read this first

1. All notes or explanations are in Purple

2. The headlines and sub headlines are designed to fit your current theme that you showed me in the JPG of it.

3. The copy is designed to be used in the deep scroll theme you showed me that you wanted it designed for.

4. It would be my suggestion to put your phone # in the most upper right-hand corner of your site above the picture of the house. I would want my phone number visible nearly all the time.

5. The url you see of the 2-10 warranty is there because you requested it.

6. The copy on the first page addresses the fact that you do both IFC and traditional homes but does not in any way scare off the potential traditional buyer.

Enjoy your copy!

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**This is your page 1 as requested**

(Headline) One Of A Kind Custom Homes

(Sub Headline) Your Home Built The Right Way

They click Learn more and go here:

Now that you've decided the smart choice for your needs is having a custom home built you need to get very particular about who you contract with to build your new home.

**First Things First**

The very first thing you should look at is reputation and integrity. Nothing is worse than being half way into your custom-built home and having a challenge with your builder’s integrity.

We are a multi generation family owned and operated Maryland custom home builder that can build any type of home you desire and specialize in **both** traditional custom-built homes and ICF or "Insulated Concrete Form" houses as well.

With over 10 years’ experience being a custom and green home builder, we have the spotless reputation you're after and are not only willing to provide references, but we also provide you full on 2-10 home buyers warranty https://xyz/homeowner This covers a full 2 years on wear and tear of all major home systems along with your major appliances. Your full 10-year coverage warranties your home against structural issues and defects.

You'll never find another personalized family owned custom home builder that will work harder to ensure you're getting exactly what you've always dreamt of from your new home.

Call Us Today And See The Massive Difference For yourself: 777-777-7777

(sub Headline) **What Truly Sets Us Apart**

Use your Icons that you have on your mock up that you showed me and then the Learn More button would lead them here: Learn More

Then, the text below will go on the page they go to when they click the Learn More button

Have your graphics person replace the \* with whatever you like, checks or arrows?

**\*50% Less Heating And Cooling:** Your Insulated Concrete homes superior insulating qualities will save you thousands as they on average require 50% less heating and cooling than traditional building methods.

**\* Family Owned And Operated**: When you work with us you get two generations of skills and experience passed down that all work in your favor to give you the best value on the market today.

**\* Truly Comfortable**: Many of our home styles exchange the heat or cold at up to 90% slower rates so your home stays nice and toasty in the winter and cool all summer long.

**\* Avoid Natural Disasters**: Just think of the enormous peace of mind you'll have knowing that your home can withstand winds of up to 250 MPH! Have a look at a photo showing the only home left standing in the Hurricane Katrina ravaged neighborhood was an ICF home. See the photo here: Hurricane House

**\* Save Big On Your Insurance**: What if we could show you how to save as much as 50% on your insurance premiums? We can, call us and find out how.

**\* 400% More Fire Resistant**: You see it on the news every year, all the homes that burn down. Don't let everything you own go up in smoke. Have us consult with you and show you how to have your custom home up to 4 times more fire resistant than other home building processes.

**\*** **Eliminate Mold Growth**: You've heard about how people are literally driven from their homes by mold overgrowths. Well, not you! Come see how your home will stop mold in its tracks before it can have its nasty affects on you, your family and even your pets.

**\* Enjoy Peace And Quite**: Come see how our process gives your home a 400% increase in noise insulation. You won't believe how amazing this can be on your everyday life.

The outside world is a noisy place with horns honking, music playing, sirens wailing and planes buzzing overhead. But you won't be subjected to all that. You'll leave the noise behind and enter your oasis of calm as soon as you open the door.

Before you decide, you need to know all your options. Give us a call today so we can chat about how best to get you into the home of your dreams: 777-777-7777

(Sub headline) **Why Choose Us**

Learn More Button

The service for years to come goes on the page after they click the learn more button.

**Service For Years To Come**

No one is better at providing service after you move in. Just ask our clients about how we will be there for your needs not just before and during the building process but also for years to come.

We really work with you and listen to both your needs and your dreams to find that perfect balance of affordability, comfort, energy savings and overall outstanding value.

You can feel at ease about really talking with us and sharing your dreams for your new custom home because that's what we're here for and we take great pride in listening.

We know this is a big step for you and you've put a lot of thought and planning into your decisions to move forward with your custom home purchase and we will be here for you above and beyond every step of the way.

Contact us and start building your dreams today 777-777-7777

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**Here is your ICF page:**

(Headline space) When We Build Your New Custom ICF Home

(Sub Headline space) The Benefits Will Astound You!

We know you've dreamt of the day you're handed the keys to your new custom-built home. So, let us show you the amazing value that no other home can deliver like an ICF (Insulated Concrete Form) home can!

There is literally nothing else on the market like a custom built ICF home Just look at a few of your amazing benefits:

Put your Icons here:

Then, your Learn More button here: Learn More

On the page your button goes too put:

Building your own home is a big decision and you truly need someone who will be with you every step of the way.

One of your earliest decisions will be whether or not to go with an ICF or stick built custom home. Since we do both and our only interest is seeing you get the real home of your dreams let us explain a few of the benefits of ICF over conventional homes.

1. **Durability:** ICF homes can withstand winds of up to 250 miles per hour. Just think, a full-blown hurricane starts with wind speeds of only 75 mph and you are protected at speeds of up to 250 mph.

This is a massive consideration with global warming on the rise and weather patterns becoming more erratic. Take a look at this ICF built Hurricane Katrina home which is the ONLY ONE left standing in the whole neighborhood: Katrina ICF Home.

Imagine how good that would feel to drive up after the storm and see that your house is still standing all because of the wise decision you made before you built it.

2. **No Mold:** So many people are sickened every year because of mold and especially black mold. It harms us, it harms our families and even our pets. Your ICF custom home is not only mold resistant it's nearly mold proof!

3. **No Noise Is Good Noise:** When you come home after a hard day at work or at play you want to walk into your own private oasis where it's nice and quiet with no major distractions irritating you.

Your ICF custom built home will decrease those nasty noise variants by 400% over traditional stick built homes. **Yes,** that really does mean they are 4 times quieter than regular houses.

4. **Don't Go Up In Flames:** Your custom ICF home is also 400% more fire retardant than standard stick built homes. Think about it, sticks burn, but concrete doesn't.

Sure, you MIGHT get the monetary value of MOST everything replaced but that's never going to give you back the only photos you had of your great grand parents or your saved pair of your Childs first shoes. In a stick frame house fire those things are gone for good. But with your IFC custom home again remember, concrete doesn't burn!

**Now Let's Talk About Saving Money!**

5. **No More Insurance Premium Blues:** You'll be able to lower your insurance costs by 50% and in some cases even more. This alone can save you thousands and thousands of dollars.

Think of it like this. Concrete doesn't rot, doesn't burn and as you'll see in the next point below is extremely hard to blow over. So, insurance companies don't have near the risk and pass those savings on to you.

6. **Save 50% On Your Heat And Air:** You know that in the winter your heat bills are high and in the summer air conditioning bills can be pretty bad as well.

That's all about to change as with your new ICF custom home, your heating and air costs will reduce by up to 50% and in some cases much more. In fact you could come from a very efficient stick framed house and your new home could still save you 50% or more.

Imagine for just a moment about how much money that will save you just in the first year alone. Now times that by 5, 10 and even 20 years.

**The Total Value is Amazing!**

When you add all these up you get a very clear picture that your choice of an ICF custom home just makes sense. Plus, it saves a lot of dollars too.

Give us a call and let's discuss your best options so that you know for sure what's right for you 777-777-7777

Now depending upon what you want for your deep scroll style you could put the why choose us button and page below this or not that's your call.