

**Here is a sample of a pre-estimate letter you can send to a prospect. You can customize it for your specific products and services.**

Subject: Looking Forward to Learning More About Your Project

Hi [Homeowner's First Name],

Thanks for reaching out about your upcoming project. I appreciate the opportunity to connect and learn more about your goals for your home.

Before we meet, I've found it really helpful to get a bit of insight into what matters most to you. This helps make our time together more focused and productive—and ensures I can give you the best advice possible for your unique needs.

Would you mind taking a few minutes to answer the questions below?

Looking forward to speaking soon,

[Your Name]

[Your Business Name]

[Contact Info]

[Website if applicable]

**Pre-Estimate Discovery Questions**

What's the main reason you're considering this project now?

What's your ideal outcome or vision for the space?

Have you worked with a contractor before? What went well? What didn't?

Are there any specific styles, features, or materials you already have in mind?

What's your approximate budget range for this project?

Have you spoken with or received estimates from any other contractors?

When would you ideally like the project to start and finish?

What concerns you most about moving forward with this kind of work?

Who else (if anyone) will be involved in making the final decision?

What's the best time for us to meet and walk through the space together?