



Photograph and Headline Bank Headline **Interrupt** the prospect

What Most Fencing Contractors Don't Want You To Know

Sub-headline **Engages** the reader

How to Ensure You Won't Be Buying Another Replacement Fence Less Than 5 Years From Now

If you have a fence that is in need of repair or needs replacing—with rotting posts, sagging rails, and/or warped pickets—then I would like to show you what you need to know to make sure you get a fence that will last 10 to 15 years, will be immune to most common “fence problems,” and ultimately will cost you far less money than you would end up paying for normal fences.

My name is Steve Jones, I am the Owner of Superior Fencing. We are one of the largest fencing contractors in the state of Texas... and we do something that is unique to this industry in that we eliminate many of the problems people traditionally face when buying, repairing, or replacing a fence.

In a recent study conducted with 18 reputable Texas fencing contractors, it was found that the vast majority offered their customers INFERIOR products that they knew would shorten the lifespan of the fences. Low-quality fences cost less money and make the contractor more likely to land the job from their unsuspecting customer. But in a follow-up survey with over 100 customers who bought fences, over 90% said they would have paid up to 20% more for premium quality if they had they known about these important and relevant quality issues:

2. **Using Skimpy Rails:** Even if your posts and rails are pressure treated, you'd better check the thickness of the rails. Most contractors will use 2 x 3s as standard operating procedure instead of superior 2 x 4s. The difference in appearance and longevity is night and day. Insist on 2 x 4s if you want your fence to last more than 5 years.
3. **Not Enough Hinges:** Depending on the size of your fence, the number of hinges put on the gate can be critical. About 45% of all wooden fences are 8' “privacy” fences; the gates on these fences are taller and heavier than 6' fences, and therefore need more hinges to keep the gates from sagging. 4 hinges are recommended for these types of gates; most contractors, however, will opt for 2, which saves them about \$35 to \$55 per job (assuming 2 gates). Insist on quality... or your gates WILL sag.

“Control” information **Educates** the reader

Ask For A Standard Bid First. Compare It Against These Standards. If It Doesn't Stack Up, Shouldn't That Tell You Something About Integrity?

Whose fault is it when you buy a crummy fence that lasts less than 5 years? I say it's the fencing contractor's fault. Every single company in the study has the ability to use higher quality materials and provide a better long-term solution. But out of the 18 companies polled, only 2 offered the premium quality materials and workmanship as their **FIRST RECOMMENDATION**. One of those two was Superior Fencing.

Offer allows readers on the left-hand side of the Educational spectrum to gather more information before committing

Three Major Quality “Short-Cuts” Taken By Most Fencing Contractors... Even “Honest” Ones.

1. **Not Using Pressure Treated Posts and Rails:** Pressure treatment makes the wood more resistant to weather, which makes the fence last longer. There are different levels of treatment (ranging from .20 retention to .60 retention), and if you don't know to ask for it, chances are great that you'll be sold a fence with NO pressure treatment at all. I'll send you a FREE report that shows you how to tell if you're getting the quality you need.

Call for a **FREE ESTIMATE** if you're in need of a fence, or if you're just gathering information, and to receive your **FREE COPY** of “Fence Buyer's Guide” to help compare your options in more detail.

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