

TO THE MIL excellence in construction
Hooper Lane Studios, Cnr. Hooper Lane & Darley Road
RANDWICK NSW 2031

January 30, 2017

Hi there,

We have great news for you! *TO THE MIL excellence in construction has been chosen as a Best of Houzz winner 2017 for Service and Design.*

We're celebrating your outstanding work and contribution to Houzz with an award that has been selected by our community of more than 40 million users worldwide. This means you are among the best of more than 1.5 million home industry professionals on Houzz.

Your Service award is recognition of outstanding service to clients and the Houzz community, and your Design award also recognises the quality and popularity of your work.

In case you missed it, we emailed you a customisable press release to help spread the word about your award. We've also included a tips sheet in this package to help you publicise your win with local media, industry bodies, and to your own clients.

Bonus: *We have enclosed some stickers for you to display on your shopfront, vehicle or company signage to promote your award. If you share photos on social media of your sticker displayed, add the hashtag **#BestOfHouzz** so we can re-share them with the Houzz community!*

Congratulations again! The Houzz team wishes you a very successful 2017 and we look forward to seeing more of you and your fantastic work on Houzz.

Sincerely,



Jason Chuck
Managing Director
Houzz Asia-Pacific



Best of Houzz 2017: Tips for Award Winners

Your Best of Houzz badge is now displayed on your profile! Millions of homeowners in the Asia Pacific region use Houzz each month, which is even more reason to promote your business with the customisable press release we attached to your Best of Houzz 2017 winners email. It looks like this:

[INSERT AWARD WINNER] of [INSERT CITY]
Awarded Best Of Houzz 2017

Over 40 Million Monthly Unique Users Nominated Best Home Building,
Renovation and Design Professionals in Australia

[CITY, Country], January X, 2017 – [insert company name here] of [insert location here] has won "Best Of [Design, Service, Photography]" on Houzz®, the leading platform for home renovation and design. The [insert descriptive statement about your company here]. Example, "The 30-year old interior design firm" was chosen by the more than 40 million monthly unique users that comprise the Houzz community from among more than one million active home building, renovation and design industry professionals.

- **Share your story:** Local media love a feel-good human interest story with characters and a story to tell. Fill out all the **bolded** customisable sections in the press release, making it personal by adding in some of your own history and a quote.
- **Amplify your win using social media:** Upload the release to your website, and share the personalised image we emailed you on social networks like Facebook, Twitter and Instagram. Use the hashtag '#BestOfHouzz'. Link back to your Houzz profile for maximum visibility and exposure. For example:



"We won Best of Houzz 2017! The Service award honours are based on several factors, including the number and quality of client reviews we received in 2016, and the award also represents the quality of our work. So excited and honoured! #BestOfHouzz – check out our Houzz profile: <http://www.houzz.com.au/pro/examplepro>"

- **Promote your win all year round:** Some businesses have stuck the stickers on their vehicles or shopfront (we made them weatherproof for this reason!). Others have printed out the personalised image and framed it! Let us know where you paste the stickers so we can let others know! You can also add the image to your website and email signature to ensure continuing visibility.
- **Tool-up before you talk:** When you approach the media:
 - Be prepared with hi-res photos of your best work
 - Let them know you are available for interviews or to answer any additional questions
 - Include your contact details in the email so you're easily contactable
 - Follow-up with media and keep the conversation going. The relationship could pay off down the track!

If you'd like to get in touch with us to discuss any of the above, need the winner's email resent, or would like to share any coverage, please email boh-au@houzz.com