

# Retargeting - *Professionalism Helps Open Door to National Home Builder*



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# Nurture Email #2 – Professionalism Helps Open Door to National Home Builder

## Email

## Landing Page

## Content



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In America, it is long believed that hometown companies are more in tune with community values and needs. As a result, many new estate developers actually prefer to hire local leaders instead of outside companies when it comes to servicing projects for residential construction.

Ryan Homes, one of America's top homebuilders, had been using local service until they soon discovered these "local services" were actually provided by a broker resulting in multiple vendors that increased costs, administrative time, and procurement services.

Professionalism Helps Open Door to National Home Builder

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To help keep costs down and improve efficiency, Ryan Homes brought in Waste Management services and was able to:

- Offer a single point-of-contact for all waste issues
- Consolidate everything into one monthly invoice
- Provide an expert reporting system

Discover "Professionalism Helps Open Door to National Home Builder" to learn more about making construction leading costs for A&E Corporation.

P.S. Don't start your current hauling company. Have a guaranteed **200,000** to learn more about Waste Management's unique Service Guarantee.

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 The email was sent to: Ryan Homes, 100 South Green, Suite 400, Houston, TX 77056, USA  
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Thank you for your interest in Waste Management.

Choosing the right hauling company for your construction site can be challenging. After all, successful new home projects are built on a solid foundation. It is important to find the right service that will keep everything simple, on-schedule and on budget in your local home or other aspects of your project.

We hope you find this story helpful to learn how to quality get the services you need in your area, regardless of their location.

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Start saving now.

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**Professionalism Helps Open Door to National Home Builder.**

AMERICA HAS A LONG TRADITION OF SUPPORTING LOCAL BUSINESSES. HOMETOWN COMPANIES ARE BELIEVED TO BE MORE IN TUNE WITH COMMUNITY NEEDS AND VALUES. THIS IS ONE REASON WHY MANY NEW ESTATE DEVELOPERS PREFER LOCAL LEADERS OVER OUTSIDE COMPANIES WHEN IT COMES TO SERVING RESIDENTIAL CONSTRUCTION PROJECTS. HOWEVER, IT DOESN'T TAKE LONG FOR MOST BUILDERS TO REALIZE THAT AN INDUSTRY LEADER CAN NOT ONLY PROVIDE LOCAL SERVICE THAT'S BETTER THAN A SMALL HOMETOWN COMPANY, IT CAN ACTUALLY BE LESS EXPENSIVE.

Ryan Homes is one of America's top homebuilders. A Division of North Haven, Ryan Homes has built almost 20,000 homes since its founding in 1948, mostly in the Eastern and Mid-Atlantic states.

Waste Management approached Ryan Homes with an offer to provide temporary services for several residential developments it was building in the Allegheny/Butte/Beaver area of Northeast Pennsylvania. Although familiar with Waste Management because of work performed through WM's National Accounts Division, Ryan's local managers instead decided to go with several less expensive local haulers.

However, the following year, Ryan's perceptions had changed significantly. They had come to realize that because local services were provided by a broker - a broker that charged a significant mark-up - costs were far more expensive than they had anticipated. Having to deal with multiple vendor services increased costs further by demanding increased administrative time. Finally, the quality of the service that was inconsistent as each local company had its own policies, schedules and capabilities.

When Waste Management again requested a meeting, Ryan Homes was ready to talk. Ryan had Waste Management's offer of a single point-of-contact for all waste issues, its single consolidated monthly invoice, its expert reporting system and the assurance of its unique Service Guarantee. By the time negotiations were complete, Ryan Homes had hired Waste Management to provide temporary services for three residential development projects: Fox Run in Easton, Pa., Hammer Point in Bethlehem, Pa. and Trip Farms in Upper Merion, Pa. Together, these three projects represent more than 850 new townhomes and single-family residences.

Service to these developments began in spring - a mere two weeks after negotiations concluded - and is expected to continue until their completion later this decade.

**Successful new home projects are built on a solid foundation - like the construction services of Waste Management.**

For more information on how to address your local hauling needs, please contact your Waste Management representative.

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# Professionalism Helps Open Door to National Home Builder

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LEARN MORE

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Offer a single point-of-contact for all waste issues



Consolidate everything into one monthly invoice



Provide an expert reporting system

Download "Professionalism Helps Open Door to National Home Builder" to learn more about reducing construction hauling costs for ACME Corporation.

P.S. Does your current hauling company have a guarantee? [Click here](#) to learn more about Waste Management's unique Service Guarantee.

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