

Sample messaging for THBS promotion:

We're excited to announce that [company name] is participating in the [TecHome Builder Summit](#), March 13-15 in Charlotte, NC.

As the #1 Builder Innovation event, the TecHome Builder Summit is a hosted-style event that drives extraordinary progress on technology for the nation's biggest and most progressive single-family homebuilders and multifamily companies.

If you want to...

- **Learn** how to leverage home tech as a competitive tool to win sales vs. used homes
- **Update** your home tech merchandise assortments, standard offers, option and upgrade packaging and go-to-market strategies
- **Refine** your tech plays – category-by-category, benefit-by-benefit, room-by-room, application-by-application
- **Improve** your processes for planning, selling, marketing and delivering tech
- **Establish** the vendor and peer relationships you need to lead on tech in a strategic, sustainable way

...you should join us in Charlotte!

Apply by February 6th to secure your complimentary seat:

<https://techhomebuildersummit.com/apply/>

We hope to see you there!