Hello ,

Thank you for taking the time to review our company’s latest LED offerings.  Your fellow CED stores are finding their customers are very pleased with a number of different lamps in our line. Please save the email so you can click on the price links in the future for updated prices. This is a two part email. Part two is after my name / contact information.

**Part I - Facts, spec sheets, links and price sheets.**  **Part II – ROI calculator and sales presentations tools and language that have be successful.**

**Part I:**

The hottest selling LED types for other CED branches are our high output screw-based lamps. Website spec pages:<http://www.ecosmartinc.com/catled/catled2010_site.php?fr=main>

Wholesale Prices / Specs: <http://www.ecosmartinc.com/ecos/repdocs/1-LED-Eco-$mart-T8-PAR-Bulb-Spot-Strip-Turtle-WholesalePrices.pdf> (HO screw-based lamps are pages 7-17)

Link to our website catalog section for all LEDs <http://www.ecosmartinc.com/catlite_LED.php>

Made in USA LED retrofit kits: <http://www.ecosmartinc.com/catlite21.php> and <http://www.ecosmartinc.com/catlite30.php> Complete fixtures as needed, too.

**As we work with you to understand your application, we will identify the exact retrofit and cost. Here are some example prices:**

400W HID – retrofit with 90W LED, 11,381 Lumens, Wholesale Price: $659.40

1000W HID – retrofit with 183W LED, 25,076 Lumens, Wholesale Price: $1197.00 ea.

This is our 20th year in sustainable construction supply, and we are a Service Disabled Veteran owned business. We want to become your partner in specifying, supplying and presenting LED for your customers. Please call or email requests for quotes. If you can describe the existing lighting, we can make recommendations, quote and help with the ROI and presentation.

Sincerely,

Mike Evans, Regional Director  
Eco-$mart, Inc.  
direct 941-915-9646  
888-329-2705 main office  
[mevans@eco-smart.com](mailto:mevans@eco-smart.com)

Eco-$mart, Inc. is a Service Disabled Veteran Owned Business

**Part II**

No cost, presentation and cost/benefit tools are available. Customers should be informed that they are buying 50-80% too much electricity in lighting. They can use a capital lease and get positive cash flow from the first month (we have financing sources – just let us know if there is an interest). They are already spending the money on power and maintenance.

A 50% to 130% Annual Return on Investment (ROI) is common. Here is a link to a ROI calculator comparing 250W HID to 60W LED: [<http://www.ecosmartinc.com/ecos/repdocs/1-LED-ROI-Calculator-HID-Example-250W-60W.xls>](http://www.ecosmartinc.com/ecos/repdocs/1-LED-ROI-Calculator-HID-Example-250W-60W.xls)

We have a two page version with easy to read executive summary page, as well.

Language that has proven successful in selling LEDs:

1. Question for your customer: “After you pay the power company $1,000s what is your return (ROI)?”
2. “Did you know you can lease this lighting retrofit, and the savings will pay for the lease, and give you extra money left over every month?”
3. “Would you prepay for gasoline to get a long term supply at $1.50 per gallon? When you buy LEDs, your electric cost goes down 50 to 80 percent, but you pay for the LEDs, that’s the prepayment part.

By the way, these are not the lamps you see at Home Depot. We get complaints from their customers every day, mistaking Eco-$mart (us) for Ecosmart (Home Depot). Our lamps are commercial quality and far superior to anything Home Depot sells.  The typical call is about lamps that failed very shortly after purchasing, and Home Depot sends the customer to find the manufacturer to support the warranty. We would never do that

Please let us know how we can be of service.

**"The only thing worse than being blind is having sight, but no vision***"  Helen Keller*Please consider the environment before printing this e-mail