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Dear Builder:

Last year, LCEC introduced a new product for residential customers, GenerLink, a safe connection for portable generators. Builders also indicated interest in the GenerLink product, but wanted higher capabilities. Recent UL approval now allows LCEC to offer another new GenerLink product, a whole house transfer switch for portable generators. LCEC would like to partner with builders in our service territory by offering a discounted price on our new GenerLink product. This is an exciting opportunity to provide homeowners with the peace of mind of knowing that they will have a safe generator connection built in with their new home. What will make this offer even more appealing to your customers is the opportunity to eliminate immediate out-of-pocket expenses by including the cost in their mortgage.

LCEC will be retailing the whole house transfer switch for \$499.95; however, we would like to make this product available to you for only \$399.95 each. This includes a 20 foot 50amp cord, installation, a seven year warranty and LCEC support. LCEC will provide you with all the marketing materials, selling aids and sales training needed to support this great addition to your product line.

If you are interested in this opportunity, please call Melissa Miller at (215) 696-2183 to schedule a time that we can meet to explain the product and process in detail.

We look forward to partnering with you.

Sincerely,

Marketing & Energy Services