



- **Fire-Proof** • **Mold-Proof** • **Termite Proof** • **Non-Decaying**

*The only home with “Patented Peace of Mind”™*

## Ten Reasons General Contractors Choose Heart Craft

*Whenever we have to make an important decision in life, like the major purchase of a home, we should always pray and use a Benjamin Sheet. Benjamin Franklin was one of the overall wisest and best citizens of America’s history. He developed a method of deciding that bears his name. To use the Ben Franklin Balance Sheet method: take a sheet of paper and draw a line down the middle; put the heading "Reasons For" on the left side; "Reasons Against" on the right side; list the positive aspects of the decision on the left and the negative on the right; once everything is down on paper, the answer is more obvious. Note! Evaluate against a next best alternative rather than ‘do or not’ when possible. (Note: We put facts to consider in “Against” column.)*

### Reasons for Heart Craft

#### **Half the Time, Same Cost, Less Liability**

**Heart Craft superior product** – “patented peace of mind”™ almost zero call backs due defective materials or faulty construction. Zero liability with warranty.

**Heart Craft increase profits** – with construction time reduced by half and fewer subs, etc. provides savings on interest loans and quicker sales so increases in profits.

**Heart Craft sustainable** - Elon Musk, VCs, etc., and government are prioritizing sustainability. Advertise homes as the #1 reducer to global warming and save earth while increasing profits. **GREEN is GR\$\$N.ORG**

**Heart Craft safer** – peace of mind you never have to worry about expenses repairing rot and decay.

**Heart Craft higher customer satisfaction** - American Lung Association Healthy Home certified. No off gasses so breathe deep as indoor air quality can be cleaner than outdoor air!

**Heart Craft national marketing cross pollenates** – Your new home lasts generations and is so good it has a serial number for warranty so local market demands.

### Reasons Against Heart Craft

*(Note: Must Overcome These First)*

(Initial quality and customer satisfaction and long term reputation because only Heart Craft homes are fireproof, mold proof, etc.)

(Stock values increase and public confidence helps funding for future projects and expansion.)

(Conventional wood homes of 2,000Ft2 house destroy almost 3 acres of trees. provides LEED Platinum, 5 Star and Earth Craft highest ratings at no additional cost.)

(Costly defects removed so reputation and owner confidence is increased.)

(JD Powers awards, etc., and word of mouth will make builders using Heart Craft the preferred purchase like iPhone. Ten years after purchase the Heart Craft certified home best resale.)

(Passé wood homes can last 40+ years if well maintained, but without diligent, expensive preventive maintenance will rot in a few years.)

## Reasons for Heart Craft

**Heart Craft less liability** – superior products and trained subcontractors reduces failures and liability.

**Heart Craft innovation excites** –homebuyers and investors are excited as with Apple, Tesla, etc. so stock values and cash reserves increase.

**Heart Craft – architecturally beautiful** and all designs are possible so builders can easily replicate and customize by standardized engineering values.

**Heart Craft reduces global warming, smallest carbon footprint and lowest embodied energy** - God has only given us only one “home” planet. Embodied Energy = \$cost so <embodied =>\$profit

### EXTRA CREDIT

**Heart Craft is Made in USA & Employs only US citizens** – You can be proud knowing your new home is helping America to again for our next generation! One Heart Craft team of five does all work and have benefits, stock and good pay!

## Reasons Against Heart Craft

(Heart Craft lifecycle of more than 200 years is ecological and profitable.)

(Many companies are overvalued by investors so with extra value can accomplish more and safeguard against economic challenges.)

(Curb appeal is one of the most important factors in home choice and Heart Craft is superior in architectural appeal and value.)

(passé construction is one of the biggest contributors to global warming by destroying our planet by misuse of resources & pollution. Wood industry become allies by diversifying portfolios)

(No subcontractor scheduling hassles and site liability. Edwin Rubenstein report states illegal aliens cost taxpayers \$346 billion a year, but that does not include unemployment and welfare, while illegal immigrants take our money tax-free out of the country to help competing economies!)

Now, by applying the wisdom of Benjamin’s Balance Sheet to only eleven of the many benefits of Heart Craft as compared to every other construction system and materials, the clearly wisest choice is to build a Heart Craft Home. We will make potential competitors allies by encouraging them to invest in Heart Craft to help save and improve people’s lives, our planet and to be enriched by diversifying their portfolio to invest in the future of green construction.

*Your Company can now increase profits constructing  
TheBestHome.com*

**Heart**  **Craft**<sup>®</sup>  
**TheBestHome.com**  
*Exclusive Lifetime Warranty*

• **Fire-Proof** • **Mold-Proof** • **Termite Proof** • **Non-Decaying**

*The only home with “Patented Peace of Mind”<sup>™</sup>*