

Email 1: Introduction & Problem Statement

Subject Line: [First Name], Are Rising Healthcare Costs Hurting Your Fencing Business's Crew Retention?

Hi [First Name],

As a fencing contractor, you're likely facing two major challenges right now:

1. Reliable fence installers are harder than ever to find and keep (especially with the physical demands and specialized installation skills)
2. Traditional health insurance is becoming unaffordable for fencing businesses operating with increasing material costs and tight margins

I work with fencing contractors across [region/country] who tell me the same story - they want to offer benefits to attract and retain good installers, but the cost of traditional insurance is crushing their margins.

What if you could offer your fencing crew valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for fencing businesses like yours. Our fencing clients are seeing:

- 35% higher installer retention rates
- \$3,700+ savings per employee compared to traditional insurance
- Consistent installation quality through experienced crews

I'd like to share a quick 3-minute video showing how fencing contractors like you are using this solution to keep their best installers while staying profitable.

Would you be open to taking a look?

Best regards,

[Your Name]
Fencing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at alllutional.com

Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

Subject Line: How [Local Fencing Company] Solved Their Installer Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your fencing crew.

Did you know that fencing contractors with some form of health benefits retain installers 40% longer? In an industry where installation quality depends on experienced crews, that's significant for your business's reputation and referral business.

[Fencing Company Name], a contractor in [nearby location] with [X] team members, was struggling with the same issues you might be facing:

"We were losing good installers to larger construction companies with benefits packages. Traditional insurance would have cost us over \$7,000 per employee annually - money we simply didn't have with rising material costs. Alllutional's solution costs us less than \$40 per team member per month, and our crew loves the telehealth access that understands their physical job demands." - [Owner Name], Business Owner

Here's what Alllutional's non-insurance benefits package includes for your fencing crew:

- 24/7 telehealth access for installers and their families (perfect for addressing their unique physical demands)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services
- Medical bill negotiation services
- No minimum employee requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Fencing Company Name]?

Best regards,

[Your Name]
Fencing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. You can see the full benefits package and pricing at alllutional.com

Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

Subject Line: The Real Cost of Losing a Skilled Fence Installer (And How to Stop It)

Hi [First Name],

When a skilled fence installer leaves your business, it costs approximately \$15,000 to replace them.

For a fencing business with 6 crew members and an industry average turnover rate of 40%, that's \$36,000 walking out the door each year.

But what's driving them away? Our research with fencing contractors shows:

- 67% of fence installers would choose a company with benefits over one with slightly higher pay
- 78% worry about healthcare costs for themselves and their families
- 82% value the ability to speak with a doctor who understands their unique physical job demands

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

COST COMPARISON:

Traditional Insurance: \$450-700 per employee/month

Alllutional Benefits: Starting at just \$39.95 per employee/month

ROI CALCULATION:

If you retain just 3 installers per year who would have otherwise left, you're saving \$45,000.

That covers the Alllutional benefits cost for your entire 6-person crew for over 12 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your fencing crew.

Best regards,

[Your Name]

Fencing Industry Benefits Specialist

[Your Phone]

[Your Email]

Email 4: Overcome Objections (Send 5 days after Email 3)

Subject Line: [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your fencing business. Most of the contractors I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration."

→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your crew can enroll between installation jobs.

"My installers won't use these benefits with their job site schedules."

→ 91% of fencing crews with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing installation days.

"We've looked at benefits before and they're too expensive with our material costs."

→ Unlike insurance, Alllutional starts at just \$39.95 per employee per month with no minimum participation requirements - less than the cost of a single premium fence post.

Here's what [Owner Name] from [Similar Local Fencing Company] told me after signing up:

"I was skeptical at first, but my crew started using the telehealth service immediately. One of our best installers was considering leaving for a larger construction company with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]
Fencing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Fencing Company Name].

Email 5: Final Call to Action (Send 7 days after Email 4)

Subject Line: Final Thoughts on Crew Benefits for [Fencing Company Name]

Hi [First Name],

Over the past few weeks, I've shared how other fencing contractors are using Allutional's affordable benefits package to:

- Attract and retain skilled installers in a competitive market
- Provide valuable healthcare access without insurance costs
- Maintain consistent installation quality through experienced crews
- Save thousands compared to traditional benefits

I understand you're busy running your fencing business, so this will be my final follow-up.

If crew retention and offering affordable benefits is a priority for your business this year, I'd encourage you to take just 5 minutes to see how Allutional works.

Visit allutional.com or use this direct link to see pricing for your team size: [Custom link to allutional.com]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps during your administrative hours.

Thank you for your consideration, [First Name]. I wish you continued success with [Fencing Company Name].

Best regards,

[Your Name]
Fencing Industry Benefits Specialist
[Your Phone]
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Allutional could work for your specific fencing business needs.