MEMORANDUM

TO: ATLANTIC BUILDERS CUSTOMERS  
FROM: TOM SCHOEDEL, PRESIDENT  
DATE: April 24, 2020  
RE: A Video Is Worth More than 1,000 Words

If a picture is worth 1,000 words, then how much is a video worth? Given the popularity of YouTube and TikTok, a video seems to be worth way more these days—especially during the current #stayathome initiative to help prevent the spread of Covid-19. With that thought in mind, our team at Atlantic Builders has fully embraced the power of video conferencing, LIVE video chats, and “how-to” videos that explain the entire process from buying a home from us to one that demonstrates our homes’ features to customers getting ready to close.

Today, I thought that I would share some of these videos with you rather than just writing about them:

Our sales manager at Fawn Lake in Spotsylvania County, Patty Talbott, did an awesome job explaining how easy it is to learn about the homes that Atlantic Builders offers in this amenity filled, golf course community. Take a look:

Community Sales Manager – "Virtual Appointments are Easy!"

Now here’s one of our top-notch project managers, Jerah Dicola, demonstrating how we virtually show all of the features and systems in a buyer’s new home during the new Pre-Settlement Demonstration that all of Atlantic Builder’s buyers participate in before going to closing.

Virtual Pre Settlement Demonstration with Project Manager

I hope you enjoyed these videos and found them informative. Another way to see for yourself how Atlantic Builders is utilizing the power of videos is to visit our Facebook Page and view the three FBLIVE sessions that we held for our homes at Saratoga Woods, Amber Oaks, and Avalon Woods.

Here’s one final video that may inspire you and your family to have a little fun and become TikTok stars this weekend: Family Fruit Rollup Challenge. It will at least make you smile! Take care, be well and stay at home.