

COMPETITIVE ANALYSIS

123CURBS KIT v. BUYING THE INDIVIDUAL PARTS

The value of the 123CURBS™ kit is that it contains everything a homeowner needs to easily paint their curb address in a single box. While some of the 123CURBS™ address components can be bought in stores, several fundamental components are unique to the 123CURBS™ kit. These unique parts are not sold in any store and they are essential to insure ease of use and a quality result.



41 Piece Kit Includes:

- 1 ea. Background Template
- 1 ea. 2 & 4 Address Template
- 1 ea. 3 & 5 Address Template
- 3 ea. 0 - 9 Number Stencils
- 1 ea. A - D Letter Stencils
- 2 ea. Blank Stencils
- 1 ea. Black & White Spray Paint

Unique Part Attributes

Background Template:

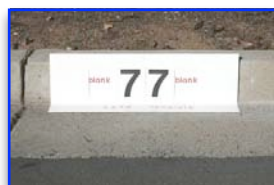
- Defines white background paint area & prevents overspray

Number Alignment Templates:

- Used to properly align & space numbers
- Designed to prevent overspray

Frequency of Duplicate Numbers In Addresses

- 2 Number Address - 20%
- 3 Number Address - 30%
- 4 Number Address - 40%
- 5 Number Address - 50%



What You Need To Buy

- 1 ea. White Spray Paint
- 1 ea. Black Spray Paint
- 1 ea. Masking Tape
- 1 ea. 0 - 9 Number Stencils
(may need to purchase multiple number templates)
- 1 ea. A - D Letter Stencils

What Cannot Be Bought

- Background Template
(for painting white background)
- Number Alignment Templates
(spaces numbers & prevents overspray)

COMPETITIVE ANALYSIS

123CURBS KIT v. DOOR-TO-DOOR SOLICITORS

The value of the 123CURBS™ kit is that it contains everything a homeowner needs to easily paint their curb address in a single box. In many neighborhoods solicitors will go door-to-door offering to paint your curb address, prices will vary anywhere from \$10.00 to \$40.00. While most are probably reputable individuals, if you pay for their service with a personal check you are exposing a lot of personal financial information to someone you do not know.

MSRP \$14.95 - \$19.95 plus tax

Actual Cost \$20.00



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- 1 ea. A - D Letter Stencils
- 2 ea. Blank Stencils
- 1 ea. Black & White Spray Paint

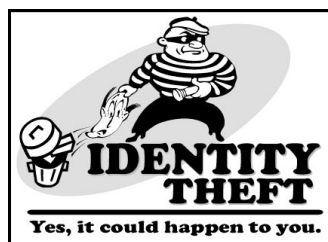
Unique Part Attributes

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NOTICE TO ALL RESIDENTS

Reflective address numbers will be painted on the curb along your street tomorrow. This service is provided to insure in the event of an emergency Police, Fire, Ambulance, Paramedics and 911 Emergency Agencies can easily locate your home with a minimum of delay. These highly reflective numbers are visible at night which is important because 73% of all 911 emergency calls are made after dark. Friends, Parcel and Food Delivery Services will benefit as well. What Our Service entails: First we apply a bright white rectangle enamel background, then a semi-transparent clear reflective finish followed by highly visible 4" black enamel numbers. **The durable paints we use will last 5 to 7 years before repainting is necessary.**

The cost for this service is \$20. It is not necessary for you to be home during the curb painting process. If you would like your home to be included, please fill in your name, address and phone number on the bottom of this door hanger and attach it to your front door or entrance gate before 10:00 A.M. tomorrow. We will pick up your door hanger, paint your curb address and collect your payment upon completion. If you will not be home please attach your check to the back of this door hanger. Thank you for your participation. We appreciate your business.

Please make check payable to: Kevin H. Bell
12312 Decatur Road Los Gatos, CA 95030

(408)881-1234 www@123curbs.com

NAME _____

ADDRESS _____

PHONE _____

Personal Information At Risk With Solicitors

- Name & Address
- Checking Account Number
- Drivers License Number
- Date Of Birth