



Portfolio

Marissa Merkt

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Prospect Email #2 - What is a "Connected Building?" | Trane Commercial

Subject Line:

Are You Ready for Building Connectivity?

Preview Line/Subheader:

An all-encompassing approach to better buildings

Headline:

Work more intuitively to better manage comfort, costs and energy

Email Body:

Explore the Benefits of a Connected Building

Like any team, the different parts and pieces of a building are strongest when they're in sync. Integrating building software, equipment and more into a single managed network is a surefire way to unlock its "4 C's."

- Lower energy and operating **costs**
- Real-time data and building **control**
- Remote monitoring **confidence**
- Reporting and performance **consistency**

Supporting Copy:

Learn about the different ways you can unleash a building's potential with connected services.

CTA:

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