

EMAIL 1: WELCOME

H1: Welcome to your lifestyle upgrade...

Congratulations. You've taken that first step in realizing your new luxe lifestyle. You've dreamed of this step most of your life, and now it's within your grasp.

Bentham Chicago is no ordinary residence. Chic interior design with top-of-the-line finishes set Bentham apart from other homes. It's time to upgrade your living. Bentham is where to do it.

Every residence exudes elegance. You've made it to the top floor of luxe. Step off the elevator and enjoy the sense of accomplishment.

Situated in the heart of River North, one of Chicago's most popular neighborhoods, you'll be within walking distance of some of the area's best locals. Grab a coffee and a pastry from Peet's Coffee just down the street to start your day. Hit the gym at nearby Barry's River North. End your day meeting friends for a casual cocktail at the NEW Avec restaurant across the street. There's so much to enjoy right outside your door.

>>> [Download a brochure here](#) <<< [graphic]

One of our team members will be reaching out to you soon if they haven't already.

I'll be sharing more about these incredible, lifestyle-changing homes until then.

I look forward to assisting you with your upgrade.

EMAIL 2: LOCATION

SUBJECT LINE: How do you want to live?

H1: Experience the Lifestyle of River North

Dear, <<<First Name>>>

I wanted to ask you a quick question...how do you want to live?

Bentham Chicago was designed with the luxury you deserve in the location you want. You will love Chicago's trendy, ultra-stylish River North district, filled with upscale art galleries, hip restaurants, and some of the most modern bars and clubs in the city. Repurposed warehouses blend nostalgic architecture with contemporary accouterments to create an atmosphere that buzzes with excitement.

Bentham sits in the center of the district. When you live here, you'll have it all at your fingertips. You'll be within walking distance of some of the most incredible restaurants, like The Publican at Fulton Market. Can you smell the PQB (Publican Quality Bread) bread with salted butter? Or the NEW Avec Restaurant that recently opened across the street from Bentham. Can you picture yourself in the communal seats sharing an excellent blended red wine from Spain with friends? Maybe sharing a cheese plate with roasted grapes or a chocolate baklava?

Imagine the energy in this bustling village. River North is a hub of hipster nightlife. Catch a live blues set at Blue Chicago, sink into the red vinyl seats, grab a beer and sing along to your favorite tunes at Redhead Piano Bar, or stop in for a modern tiki cocktail and Polynesian bites at Three Dots and a Dash. The choice is yours to. Which adventure will you choose tonight?

If shopping is your passion, you'll love being able to quickly get to the Gold Coast or the Magnificent

Mile. Urban style meets modern chic in the shops on Michigan Ave. You'll be able to slip into your favorite jewelry at Pandora, check out the latest chic styles from Tory Burch, or browse fine art to hang in your new lavish home at LIK Fine Art.

Imagine walking through the historic Gold Coast district. (Did you know Vince Vaughan lives on the Gold Coast?) You can walk into the impressive six-story Barney's New York building and explore everything from make-up to perfume to famed designer apparel. Then take the elevator to the top floor to Fred's to refuel your shopping frenzy. Sounds like an incredible day, doesn't it?

You could spend an entire weekend exploring all the art galleries in the River North Gallery District and not get to all of them. It's home to the largest concentration of art galleries in the nation outside of Manhattan. Take your time. You'll be able to keep coming back from your home in the heart of the district.

But that's just the tip of the iceberg. River North is a hub of all the things you've been waiting for. Finally, there's a luxury residence that lets you get to everything with less hassle and do the things you want to do on your terms. Bentham gives you the luxury you deserve with the freedom to move the way you want. It's time to upgrade your lifestyle.

Bentham awaits.

>>> Grab your brochure here <<< [graphic]

Bentham is under construction now and will be ready to move in soon. Schedule your VIP appointment today to learn more about custom upgrades, floorplans, pricing, and so much more.

We can't wait to help you upgrade your lifestyle.

EMAIL 3: TERRACE

SUBJECT LINE: How do YOU relax?

H1: VIEW FROM THE TOP

Dear <<<First Name>>>

When's the last time you really kicked back and relaxed? Has it been a while? If you're like many people, finding the time and space to stretch out, take a moment of quiet gratitude, and just appreciate the success you've reached at this point in your life is a challenge.

Today's world is faster-paced than at any other time in history. We're all busy 24/7 with our smartphones constantly reminding us that we have a to-do list that won't get itself done. It's hard to turn it off, shut out the world, and just breathe.

Bentham Chicago, the new residences in the center of River North, may not seem like the answer to your lack of Zen. But that's because you haven't seen what's in store yet.

Each home is fitted with a terrace in the sky with the ultimate view from the top of downtown. They're each fully customizable with several options to choose from, including a gas grill, outdoor cabinetry, a fire pit/table, stone tiles, outdoor heating, and your choice of a Peleton bike, The Mirror Home WorkOut System, or a Peleton treadmill. You can even choose to upgrade your terrace with an outdoor TV or fridge to really make it your own.

Imagine stretching out on your outdoor sofa, overlooking the hustle below. You're high enough above that the sounds of people rushing to get to their next destination are low and muffled. Like a low buzz. You take a sip from your glass; the bourbon slides down smooth and velvety. You close your eyes, and you sink into your quiet

solitude to enjoy the next few moments of pure joy. That's how you treat yourself the way you deserve.

It all awaits you at Chicago's newest addition to undeniable luxury downtown living. You deserve the elegance of Bentham Chicago homes. Isn't it time to rediscover your Zen?

Bentham awaits.

>>> Schedule your VIP appointment <<< [graphic]

Bentham is under construction now and will be ready to move in soon. Schedule your VIP appointment today to learn more about what options you have to customize your perfect terrace. Plus, learn about additional custom upgrades, floorplans, pricing, and so much more.

We can't wait to help you find YOUR Zen.

EMAIL 4: BRING IT HOME

SUBJECT: Carpe diem...

H1: LIVING YOUR BEST LIFE

Dear <<<First Name>>>,

Do you remember the movie Dead Poets Society? It's the story of a group of young men attending an all-boys school in the late 1950s. They encounter a rather unorthodox English teacher on the first day of school, John Keating.

The boys aren't sure what to make of the overly enthusiastic teacher initially. But through those first weeks of school, they warmed up to Mr. Keating. Once that bond formed, Mr. Keating encouraged the crew of young men to "make their lives extraordinary." He tells them, "carpe diem."

CARPE DIEM. Seize the day. That sentiment has always stayed with me and pushed me to live my best life every single day.

Are you living your best life every day?

I've been telling you about Bentham Chicago, the new luxe residences in River North, and all the lavish upgrades that are at your fingertips. As a new resident in one of these elegant abodes, you will have the world outside your window.

You'll be able to walk to the best restaurants, sip wine in the most prestigious bars, enjoy endless entertainment, shopping, and nightlife, and take in the art and architecture that makes River North such a magical place. You'll be at the center of it all.

Not only will you have your finger on the pulse of downtown Chicago, but you'll also have your own private sanctuary high above the Chicago streets. You'll have the privacy you need with the view

from the top. And not just the top of the building, but the top of your success. This is what you've worked so hard to achieve – the pinnacle of luxury.

Have you made your life extraordinary yet? Is today the day to CARPE DIEM?

Yes, you can have it all. Bentham Chicago was designed with you in mind in every way. Isn't it time you took the next step and upgraded your lifestyle?

Bentham awaits.

>>> Schedule your VIP appointment TODAY! <<<
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