

B2B Email Templates for CMF Doors

Copy-ready outreach emails targeting hotel procurement teams and property managers across Niagara

8

TEMPLATES

4

CATEGORIES

13,000+

NIAGARA HOTEL ROOMS

CASL

COMPLIANT

How to Use These Templates

Each template targets hotel procurement teams in the Niagara Region. Replace bracketed placeholders with property-specific details. All templates are CASL-compliant when sent to recipients with implied or express consent.

✉ CASL COMPLIANCE

- Include physical address (23A Hiscott St, St. Catharines)
- Provide clear unsubscribe mechanism in every email
- Identify sender as CMF Doors with contact info
- Document consent type (implied/express) per recipient
- Implied consent expires after 2 years -- track dates

📋 CUSTOMIZATION CHECKLIST

- Replace [bracketed placeholders] with property details
- Reference specific door/hardware needs per property
- Personalize with property name and buyer role
- Attach relevant spec sheets or catalogs
- Add UTM parameters for tracking

💡 B2B BEST PRACTICES

- Keep subject lines under 50 characters
- Lead with the Niagara local angle
- Reference AHC and AAADM credentials early
- Include one clear CTA per email
- Follow up within 3-5 business days

Recommended Email Sequence Timeline

TEMPLATE	TRIGGER / TIMING	CATEGORY	EXPECTED OPEN RATE
Cold Outreach -- Introduction	Initial prospecting	OUTREACH	25-35%
Value Proposition -- Capabilities	3 days after intro	OUTREACH	20-30%
Case Study -- Proof of Work	5 days after value prop	OUTREACH	30-40%
Meeting Request	7 days after case study	FOLLOW-UP	35-45%
Sample Kit Offer	After initial interest	FOLLOW-UP	40-55%
Seasonal Maintenance Reminder	Pre-season (Q1 & Q3)	NURTURE	30-40%
Annual Inspection Reminder	Annual fire door/AAADM cycle	RETENTION	45-60%
Quarterly Business Review	End of quarter	RETENTION	50-65%

ALL 8 TEMPLATES

- | | |
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| 01 Cold Outreach -- Introduction | 05 Sample Kit Offer |
| 02 Value Proposition -- Capabilities | 06 Seasonal Maintenance Reminder |
| 03 Case Study -- Proof of Work | 07 Annual Inspection Reminder |
| 04 Meeting Request | 08 Quarterly Business Review |

A Outreach

3 TEMPLATES

TEMPLATE 01

Cold Outreach -- Introduction

COPY EMAIL

SUBJECT: Your local door partner for [Hotel Name] -- quick introduction

CMF DOORS

Your Niagara Door & Hardware Partner

Hi [First Name],

I noticed [Hotel Name] is located in the Niagara corridor, and I wanted to introduce CMF Doors. We are a full-service commercial door and hardware company based in **St. Catharines**, serving properties across the Niagara Region.

With Niagara's 13,000+ hotel rooms and growing tourism market, we work with properties that need a **local, reliable partner** for doors, frames, hardware, and ongoing maintenance. Here is what makes us different:

1. **AHC-certified consultant on staff** -- Norm Schwenker has 40+ years specifying doors for commercial and hospitality projects
2. **Full turnkey service** -- from specification writing through installation, locksmith, and annual inspections
3. **In-house metal shop** -- custom fabrication for non-standard openings, delivered locally within days

We handle everything from fire-rated doors and automatic entry systems to master key programs and AAADM inspections -- all under one roof.

Would you be open to a brief call to discuss [Hotel Name]'s door and hardware needs?

[SCHEDULE A CALL](#)

Norm Schwenker, AHC

President

[CMF Doors](#) | (905) 937-4388 | [cmfdoors.com](#)

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TEMPLATE 02

Value Proposition -- Full Capabilities

[COPY EMAIL](#)

SUBJECT: One call for doors, hardware, locks, and inspections

CMF DOORS

Everything Behind the "Do Not Disturb" Sign

Hi [First Name],

I reached out last week about CMF Doors. I wanted to share more about how we serve hotel properties differently from typical door suppliers.

Most hotels juggle **3-4 separate vendors** for doors, hardware, locks, automatic entry, and inspections. CMF Doors consolidates all of that into a single relationship:

- **Fire-rated doors** (20-min through 3-hour ratings) with full code compliance documentation
- **Electronic entry & master key systems** (Yale brand partner) for guest room and back-of-house
- **Automatic & touchless door systems** for lobbies, meeting rooms, and ADA compliance
- **AAADM-certified inspections** for all automatic doors (legally required in Ontario)
- **In-house locksmith** for emergency service and re-keying
- **Annual maintenance contracts** to keep your doors safe and compliant year-round

For a property like [Hotel Name], this means one phone number, one invoice, and one team that knows your building.

Can I send you a quick capabilities overview?

[SEND ME THE OVERVIEW](#)

Norm Schwenker, AHC

President

[CMF Doors](#) | (905) 937-4388 | [cmfdoors.com](#)

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TEMPLATE 03

Case Study -- Proof of Work

[COPY EMAIL](#)

SUBJECT: How we solved [similar property type]'s door challenges

CMF DOORS

Project Spotlight: [Property Name]

Hi [First Name],

I wanted to share a project that might be relevant to [Hotel Name]

I wanted to share a project that might be relevant to [Hotel Name].

The situation: A [property type] in [Niagara area] needed to replace aging fire-rated doors across [X] openings, upgrade to electronic entry hardware, and bring automatic doors into AAADM compliance -- all during a busy season with minimal guest disruption.

What CMF delivered:

- Full specification writing by our AHC (Norm Schwenker) ensuring code compliance
- Custom metal door frames fabricated in our St. Catharines shop
- Phased installation completing [X] doors per week without closing floors
- Yale electronic entry system with master key integration
- AAADM inspection and certification for all automatic entry points

The result: Project completed [on time/ahead of schedule], full fire code compliance achieved, and the property now has a single annual maintenance contract covering all doors, hardware, and automatic systems.

Would a similar approach work for [Hotel Name]? I would be happy to walk through the details.

LET'S DISCUSS YOUR PROPERTY

Norm Schwenker, AHC

President

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B Follow-Up

2 TEMPLATES

TEMPLATE 04

Meeting Request

COPY EMAIL

SUBJECT: 15 minutes to review [Hotel Name]'s door needs?

CMF DOORS

Quick Check-In: [Hotel Name]

Hi [First Name],

I have sent a couple of messages about how CMF Doors serves hotel properties in the Niagara Region. I know your inbox is full, so I will keep this brief.

If any of these apply to [Hotel Name], a 15-minute call could save you significant time and cost:

- **Fire-rated doors** that are overdue for inspection or replacement
- **Automatic doors** that have not had an AAADM inspection this year
- **Guest room locks** that need upgrading to electronic entry
- **Upcoming renovation** requiring door and hardware specifications
- **Multiple vendors** for doors, hardware, and locksmith you'd like to consolidate

I can do a complimentary walk-through of your property and provide a prioritized recommendation report at no cost.

Would [Tuesday or Thursday] work for a quick call?

BOOK 15-MINUTE CALL

Norm Schwenker, AHC

President

CMF Doors | (905) 937-4388 | cmfdoors.com

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TEMPLATE 05

Sample Kit Offer

COPY EMAIL

SUBJECT: Door hardware sample kit for [Hotel Name] -- ready to ship

CMF DOORS

Your CMF Doors Sample Kit

Hi [First Name],

Following our conversation about [Hotel Name]'s door and hardware requirements, I have put together a **customized sample kit** for your team to evaluate

have put together a **customized sample kit** for your team to evaluate.

Your kit includes:

- Fire-rated door cross-section sample showing core construction and rating label
- Hardware finish samples (satin chrome, oil-rubbed bronze, satin brass) in your preferred options
- Electronic lock demo unit -- hands-on evaluation of the Yale system
- Touchless sensor demo for automatic door activation
- Full specification binder with product data sheets, fire ratings, and STC performance data
- CMF Doors capabilities brochure with Niagara service area coverage

The kit ships from our St. Catharines facility and typically arrives within **2-3 business days** anywhere in Ontario. Or we can hand-deliver to your property.

Could you confirm the best address? I will have it dispatched this week.

[CONFIRM SHIPPING ADDRESS](#)

Norm Schwenker, AHC

President

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C Nurture

1 TEMPLATE

TEMPLATE 06

Seasonal Maintenance Reminder

[COPY EMAIL](#)

SUBJECT: [Season] door maintenance checklist for [Hotel Name]

CMF DOORS

[Season] Door Maintenance Planning

Hi [First Name],

As [Hotel Name] prepares for the upcoming [peak tourism season / winter / spring], this is the ideal time to address door and hardware maintenance before your busiest months.

Our **seasonal maintenance checklist** for hotel properties:

- **Fire door inspections** -- check latching hardware, gaskets, and self-closing mechanisms on all fire-rated openings
- **Automatic door service** -- test sensor alignment, motor operation, and safety reversals before high-traffic season
- **Weather seal inspection** -- replace worn thresholds, sweeps, and astragals to prevent energy loss
- **Lock and access control audit** -- verify all guest room locks, staff access cards, and master key systems
- **ADA compliance check** -- confirm door opening forces and hardware accessibility

CMF Doors offers a **complimentary property walk-through** where we inspect all doors, hardware, and automatic systems and provide a prioritized maintenance report.

Would you like to schedule a walk-through before [season]?

[SCHEDULE PROPERTY WALK-THROUGH](#)

Norm Schwenker, AHC

President

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D Retention

2 TEMPLATES

TEMPLATE 07

Annual Inspection Reminder

[COPY EMAIL](#)

SUBJECT: Annual fire door & AAADM inspection due -- [Hotel Name]

CMF DOORS

Annual Inspection Reminder

Hi [First Name],

This is a reminder that [Hotel Name]'s annual inspections are due:

-- **Fire door inspection** -- required annually under NFPA 80 for all fire-rated openings. Our AHC-certified team inspects door assemblies, hardware, frames, and fire stopping to ensure full compliance.

-- **AAADM inspection** -- required annually for all automatic and power-operated pedestrian doors. Austin, our AAADM-certified inspector, tests sensor function, safety reversals, opening force, and signage compliance.

Failure to maintain current inspections can result in **insurance liability issues, fire marshal citations, and safety risks** for guests and staff.

We can typically schedule inspections within **2-3 weeks** and complete most hotel properties in a single visit.

Shall I have our scheduler, Wendy, reach out to book your inspection dates?

[BOOK ANNUAL INSPECTION](#)

Norm Schwenker, AHC

President

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TEMPLATE 08

Quarterly Business Review

[COPY EMAIL](#)

SUBJECT: Q[X] review -- CMF Doors + [Hotel Name]

CMF DOORS

Quarterly Partnership Review

Hi [First Name],

I would like to schedule our **Q[X] business review** to discuss our work with [Hotel Name] and plan for the quarter ahead.

Proposed agenda:

1. **Service Summary** -- Work orders completed, inspection status, response time metrics
2. **Upcoming Needs** -- Renovation plans, seasonal maintenance, budget planning
3. **Product Updates** -- New touchless entry options, electronic lock upgrades, and hardware finishes
4. **Cost Review** -- Year-over-year comparison and annual contract renewal terms
5. **Feedback** -- Service improvements and communication preferences

This is also a good time to discuss whether other properties in your portfolio could benefit from CMF's consolidated door and hardware management.

The call typically runs 20-30 minutes. What day works best for your team?

[BOOK QBR MEETING](#)

Norm Schwenker, AHC

President

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PREPARED BY INNLEAD.AI

B2B Hotel Supply Intelligence Platform