



## Key Messages

### Tagline

The Plan Collection is the leading online house plan provider.

### 25 words

The Plan Collection is the leading online house plan provider driven by the idea that great house designs should be affordable and accessible to everyone.

### 50 words

The Plan Collection (TPC) is the leading online house plan provider driven by the simple idea that great house designs should be affordable and accessible to everyone. The company is a web-based business focused on growing a digital media platform in the home construction, remodeling, and design sectors. Visit [www.theplancollection.com](http://www.theplancollection.com)

### 75 words

The Plan Collection (TPC) is the leading online house plan provider driven by the simple idea that great house designs should be affordable and accessible to everyone. TPC is a web-based business focused on growing a digital media platform in the home construction, remodeling, and design sectors, providing homeowners and builders with more than 20,000 house plans selected from the nation's leading designers and architects along with tens of thousands of inspirational photos. Visit [www.theplancollection.com](http://www.theplancollection.com)

### 100 words

The Plan Collection (TPC) is the leading online house plan provider driven by the simple idea that great house designs should be affordable and accessible to everyone. The web-based business focuses on growing a digital media platform in the home construction, remodeling, and design sectors, providing homeowners and builders with more than 20,000 house plans selected from the nation's leading designers and architects, along with tens of thousands of instructional and inspirational photos.

Customers enjoy the benefits of a broad selection of high quality home plans and detailed how-to information, an easy-to-search site and very knowledgeable customer service. Visit: [www.theplancollection.com](http://www.theplancollection.com)

### 175 words

The Plan Collection is the leading online house plan provider driven by the simple idea that great house designs should be affordable and readily accessible to everyone. The web-based business focuses on growing a digital media platform in the home construction, remodeling, and design sectors, providing homeowners, prospective homeowners and builders with more than 20,000 house plans selected from the nation's leading designers and architects, along with tens of thousands of instructional and inspirational photos.

From the days of printed house plan books to PCs, the Internet, social media, and now tablets – [The Plan Collection \(TPC\)](http://www.theplancollection.com) and its founders have provided users with a better, more convenient and more valuable home building experience. Customers enjoy the benefits of a broad selection of high quality home plans and how-to information, an easy-to-search site and knowledgeable customer service. TPC understands what homeowners are looking for, and delivers better search results to its users. Thousands of houses have been built at a lower cost using pre-drawn house plans that meet homeowners' specific needs and desires. Please visit: [www.theplancollection.com](http://www.theplancollection.com)

### Contacts:

#### Headquarters:

The Plan Collection

Blog: [houseplans.info](http://houseplans.info)

68 Southfield Avenue, Suite 100

Stamford, CT 06902

T: 866-787-2023; F: 435-514-0028

E: Brian Toolan; [brian@theplancollection.com](mailto:brian@theplancollection.com)

#### Media Contact:

Kristin Gabriel

[MarCom New Media](http://www.marcomnewmedia.com)

T: 323-650-2838

E: [kristin@marcomnewmedia.com](mailto:kristin@marcomnewmedia.com)