Subject: Request for Approval to Attend the Home Builder Digital Marketing Summit

Dear [Manager’s Name],

I’m writing to request approval to attend the upcoming Home Builder Digital Marketing Summit, taking place in Atlanta on September 24–25, 2025. This event brings together marketing professionals, online sales counselors (OSCs), leadership, and industry experts to explore the latest trends, technologies, and best practices for selling more homes.

Unlike larger conferences, this summit is intentionally kept smaller to encourage collaboration and deeper conversations—last year’s event hosted approximately 100 attendees.

**Event Summary**

The Summit is designed to deliver strategic, actionable insights through targeted sessions, small group discussions, and high-value networking opportunities—all of which align directly with our team’s objectives and challenges.

With three dedicated learning tracks—Marketing, OSCs, and Leadership—the Summit provides a unique opportunity to broaden my skillset in areas most relevant to our work. A sample of featured sessions includes:

* The AI-First Buyer: Adapting Your SEO to Meet the Modern Home Search
* The New Look of Leads: Attracting the Digital-Savvy Homebuyer
* Social Success Blueprint: Mastering the Do’s & Dodging the Don’ts
* Bridging the Gap—Aligning Sales & Marketing to Accelerate Results
* Make It Personal: Practical Website Personalization Strategies That Move Buyers from Browsing to Belonging
* Building Success: How Smart Builders Are Marketing in an Unpredictable World

In addition, the Summit includes four themed roundtable discussion groups. I plan to participate in sessions aligned with our current initiatives to discuss shared challenges and solutions with fellow builders and industry thought leaders.

**Benefits to Our Team and Organization**

* Practical Takeaways: I’ll gain insights we can apply immediately to improve the performance and ROI of our marketing efforts.
* Tool Mastery: I’ll explore new tools, tactics, and potential partners that could streamline workflows and sharpen our targeting.
* Benchmarking: Learning how other builders are addressing similar challenges will help us identify new strategies and best practices.
* Team Enablement: I’ll compile a detailed recap and share key takeaways with our team for broader benefit.

**Estimated Cost**

Registration: $[insert amount]

Hotel: $[insert amount]

Travel: $[insert amount, if applicable]

Total Cost: $[insert total]

I believe attending the Summit is a valuable investment that can directly support our marketing goals and long-term success. I’m happy to discuss this further or provide any additional details you may need. You can check it out yourself at [BuilderMarketingSummit.com](https://buildermarketingsummit.com&utm_source=letter&utm_medium=referral).

Thank you for considering my request.

Best regards,

[Your Name]

[Your Title]

[Your Contact Info]