



Dear Ray,

www.ontracdoors.com

I seldom take the time to write letters like this--actually I seldom GET the chance. You and your staff brought us to a point of net profit after years of amazing growth and operating losses. While we still have a long way to go, we have less stress and better teamwork at the management level.

lic # 735462

Probably what has been the most valuable single contribution your company brings to our door is a fresh set of expert eyes and hands that roll up the sleeves and implement creative solutions to identify problems. Your expertise has proven invaluable in providing a different level of thinking.

The insights of your marketing gave us the incentive to increase our pricing and an advertising strategy for middle to high-end retrofit sales. This was important to us because we need to create a better balance between our retro business and new home construction, which creates nearly 65% of our revenue.

On the operations side, you and your staff helped us reduce warranty calls, improve customer satisfaction, and helped implement a contest that helped us identify best practices to reduce installation times. In addition, your staff created a video that we've been able to use to train our installers.

Further, you caused us to think about our overall compensation system, from Sales to the front-line. Rather than pay on gross profit, we are now paying on a combination of base salary and performance based on net profit for sales. In Operations we initiated a pay for performance system in Customer Service and are looking at ways to do the same in our warehouse and production area.

On the systems side, Matt Thompson's expertise has helped us re-implement our current software (Business Works Gold) so we can better control our inventory, allocate our costs across our 3 branches and better determine product profit. This will be very helpful in controlling costs and determining profit by product and customer.

Bottom line is, investing in expertise and insights from your team has boosted our bottom line, reduced our costs and gave us better visibility on the key things that drive our business and I personally like to thank you.

I look forward to your help in finding additional lost profits.

Appreciatively,

A handwritten signature in blue ink that appears to read "Chuck".

Chuck

P.S. I am forwarding a copy of this letter to several of my major vendors and clients with the recommendation that we have a meeting at my office or theirs in the near future.