



December 4, 2009

To whom it may concern,

I understand that Marketing Breakthroughs is submitting a proposal to your organization for marketing services.

As was probably the case for most businesses, the fall of 2008 was not a very encouraging time to be in business. At Neilcorp Homes, we generally see about 60% of our sales between September and December. This was not the case last fall, sales were less than sluggish and traffic to our model home was at an all time low.

In early 2009 we were introduced to Steve Klein and his team at Marketing Breakthroughs. After a number of meetings, we decided to engage Marketing Breakthroughs as our marketing partner.

Time was of the essence, spring was drawing near and we needed to have a new marketing/advertising campaign in place prior to the (hopeful) spring rush.

In just six weeks, Marketing Breakthroughs completely re-designed our web site, re-branded our logo, strengthened our messaging, designed and negotiated radio and print ads, and designed new signage. Just to name a few (projects).

I am very happy to say that we are enjoying our best year since Neilcorp's beginning fifteen years ago. Sales are strong and traffic continues.

Marketing Breakthroughs far exceeded our expectations in terms of results, while being on budget and on time.

Neilcorp Homes is proud to have Marketing Breakthroughs as a partner and highly recommend their services.

Please feel free to contact me should you be interested in acquiring more information.

Sincerely,

Robert Dick