



February 2, 2010

Diana Garren
President & Founder
True Perceptions
Atlanta, GA

Dear Diana:

I would like to take this opportunity to commend you and your team for your outstanding service in designing our marketing material and our website.

As you know our company had recently started serving clients in Florida and we met during a FALI/FASCO conference where you were a presenter. At the conclusion of your presentation I decided that we should talk further on how you and your company could assist us.

After our conversation we embarked together on a multi-point plan to market our company to our niche security market. What impressed me the most and separated you from other companies we were considering was your multi-point strategy starting with a client survey and then continuing with a new logo and website design and marketing materials design and printing; much of which was built from information our clients provided during the client survey. Not only did the survey allow insight into our client's perceptions of our company but allowed us to immediately improve areas identified by our clients and to incorporate their suggestions and additional services in our website design and marketing materials.

While this was a long and time consuming process I am convinced that taking it slow allowed us to present our company in a very professional manner to our current and potential clients.

It is for these reasons that I would like to thank your staff for a job well done and I do not hesitate to recommend *True Perceptions* - as your company truly delivers the true perception of a company. Please also feel free to use this letter as a reference for your company.

Sincerely,



Rick Staly, M.S., F.B.I.N.A.
Executive Vice President/MGMR

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