



Dear Brad,

I would like to start out by thanking you for your excellent presentation and follow through with the sale of my sign. Like in Jerry McGuire... you had me at "Hello". J/K. Seriously though... once you showed me the potential for my business using this sign it was a no-brainer.

This sign has done quite a bit for my store! I have been here now for four full years and at the time you came to me it was only a hair under three. Those first three years were tough enough without people telling me that they couldn't find my shop even though I was on the main drag. This town seems to be so colorless and everything just blends together. Now with the sign here I can tell you that nearly every customer I have knows where I'm located without a problem.

The first three years I was here I knew to expect "dead time" in business during certain times of the year... one was during the beginning of tax time, and the second big one was when kids went back to school. Since installing this sign I have noticed that the "dead time" seems more like a very small sigh and then it's back to business as usual. It's been great! People have told me that they read it just to find out what new specials I'm running and they enjoy the different & creative ways I come up with to display the text. I'm looking forward in the future to doing a graphic display panel so we can do some color and large scale animation!

One of the biggest thrills I have had with this thing is watching the competition crumble! Normally I wouldn't wish bad things on anybody but some people deserve what they get. My competition was located nearly 7 blocks away and you could catch the movement of my sign even before you reached his shop! I had quite the burst of laughter and excitement the first

time I saw that! You can actually read the full text from nearly 3 blocks away! I love it!

Anyway... I just wanted to convey to you how much this sign has done for me. I'm really looking forward to my remote car start season! Every year has been super busy but I expect to be overwhelmed this year! I've even taken on a fully certified installation tech this year in anticipation of the busy season! The way things are going I should be able to clear three times the business I did any previous year!

Thanks again Brad!
Sincerely,
Jason Bodie
Owner
XTREME ELECTRONIX

