

 **DEL - AIR**
Heating • Air Conditioning
Refrigeration, Inc.

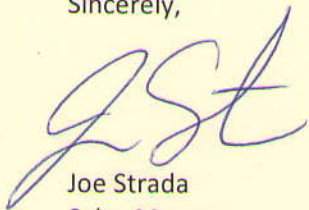
To Whom It May Concern:

I'm writing this letter to share our experience with business people who may be considering growing their business by hiring the Customer Focused Marketing Group. We first started doing business with CFMG in September of 2007 and at that time, we still had an in-house marketing department and we had hired them to handle our media much the way a traditional media advertising agency would. It was clear from the very beginning that CFMG is not an advertising agency; they are much more than that. Even though in our early relationship they were just being paid to handle the media, they had taken an interest in every facet of the marketing of our company.

Due to a dramatic change in the housing market starting in 2008 we, like almost every other business in the country, had to find ways to get even better marketing results for far less money. It is in this environment that CFMG and our decision to engage them really paid off. CFMG took over the responsibility for every facet of our marketing and found ways to create powerful partnerships and better synergies which allowed us to deliver better results for less money. By having one company oversee all of our marketing efforts, we can now focus all of our attention to growing our sales in a challenging market place. Having been a part of many meetings with all facets of media and marketing, I can tell you with complete confidence that CFMG gets the job done.

If you're looking for serious, professional help in getting better results from every one of your precious marketing dollars, take the time to meet with CFMG. If you have any questions or would like any further information, please feel free to contact me personally.

Sincerely,



Joe Strada
Sales Manager
407-831-2665