



September 24, 2015

To Whom It May Concern:

As Founder and CEO of Del-Air Heating and Air Conditioning, I would recommend the Customer Focused Marketing Group to any company looking to have a comprehensive marketing effort that generates measured results. We have been working with CFMG since 2007 and by hiring them, we no longer need to maintain an in-house marketing department because they provide all the services an in-house marketing department would as well as the services of an advertising agency. Best of all, their fee-based approach and policy of not marking up any vendor's work assures us that their focus is solely on getting us better marketing results.

CFMG has not only developed partnering relationships with all our media outlets, but they have also helped us develop an extremely effective customer feedback program. We have worked with CFMG to redesign our website, improve our online reviews, respond to online inquiries, and maintain an aggressive digital footprint; all managed by their knowledgeable digital marketing team. CFMG provides us with an unbiased detailed analysis and performance feedback on every facet of our marketing.

If you're looking for knowledgeable and professional assistance in getting better results and getting better insight into every marketing dollar you spend, take the time to meet with CFMG. If you have any questions or would like further information, feel free to contact me directly.

Sincerely,

A handwritten signature in blue ink, appearing to read "Bob Dello Russo", is written over a large, stylized blue scribble.

Bob Dello Russo
Founder/CEO
Del-Air Heating and Air Conditioning

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