

July 30, 2004

Profit Builder International
2101 S. Ocean Dr.
Bldg. #4 Suite 2807
Hollywood, Florida 33019
(866) 677-6348

Attn: Tom Luby

Tom:

As fence contractors in Los Angeles for 30 years, one would think one has a handle on how to run the business. We knew that there were things that needed correcting within our company, but we could not pin point them. We were working too hard and had been hitting a growth plateau that we could not seem to get past.

Then, a few hours into your arrival, I hear "*I don't usually say something after 2 hours, but....*" Those words started a very long week of introspection into our company.

Tom, you had told me on the phone that we needed to put systems in place, but I could not imagine the detail and power of your systems and software. Budgeting, commission structures, pricing, organizational charts...after one week, we had barely scratched the surface of the changes that need to happen within our company.

I appreciated the fact that you looked closely at the company, and determined what was going to give us the most "bang for the buck" for the week we had together.. I also appreciate the hours you put in to help us. I had interviewed other consultants, and I know that none would have given the time, effort, and dedication that you gave us during your stay with us. Even so, you were dedicated enough to agree to a last minute stay for one more day so we could complete our master budget with you at hand.

I look forward to your continued support as we try and take our company to the next level. Thank you once again for your insight and support. We look forward to having you back to help us with our growth.

Best Regards,

Frank Moreno, V.P.
A-1 Steel Fence Co., Inc.