

HUGE

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Dear Bob,

I wanted to let you and your staffs know what a significant difference your work in developing ProfitMaxx has made in the life of our organization. We began to implement the program about 6 months ago and the results have been absolutely astounding.

When it comes to change and you have been in business as long as we have (38 yrs., 22 employees), some areas like a service department can become hard to penetrate. This is especially true when you don't have a way to accurately measure exactly what is happening in there (The service dept.). ProfitMaxx gave us the tool we needed. Our people rallied around the concept of discovery and growth so we opened the "can" to see what was inside. Wow were we surprised.

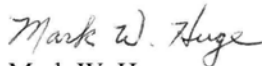
After we analyzed the first two weeks of ProfitMaxx reports it became clear that our street rate was too low. The problem had existed for years. We had been setting our rates based on surveys of our competitors pricing.

Within two days we had recalculated our street rate, call travel, diagnostic, and flat rate pricing based on ProfitMaxx guidelines. Within one week we had these prices in place and began a program of calling behind our service calls to see if the pricing changes were having any negative effect. In fact they were not. I anticipate increased revenues of about \$175,000 a year just from these price increases. WOW!

As of this date we have only scratched the surface as to the benefits of this program. We continue to discover areas in need of change. One example is service techs under billing for their time. We are systematically working on implementing changes where needed. Our profit picture has changed from the typical 2% net to somewhere between 10% and 15% net.

I can't begin to tell you how happy I am that I discovered you and your product. Keep up the good work. You are improving the quality of life for all of us using ProfitMaxx and I appreciate it.

Sincerely,



Mark W. Huge
President