



Portland, Oregon

April 5, 2003

Dear Mr. Bob Cook,

I would like to thank you for introducing our company to ProfitMaxx. We are a third generation HVAC Company that was started back in 1932 by my Grandfather. Growing up in the business it has always been taught that we need to get performance numbers from our service technicians if we want to run a profitable service company, but never had a way to get *all* these numbers simply. Your software does that for us. What is unique about your software is that we get the information daily by 10:00 am! And, it is from a simple time card! When we purchased your software we had seven service technicians and we needed to let two go. If I hadn't implemented ProfitMaxx I would have fired my best technician.

What I have found with other software is that I can't get the information until the following month. That is too long if we are going to have 12 profitable months. With ProfitMaxx I can see which technicians need help, who is not getting leads, who's having callbacks, who isn't charging diagnostic and who my top producers are. I can't make corrections to fix this month's problems if I don't see the results until next month.

We belong to a contracting group called ISL. Our service technicians are in the top thirty in the nation regarding service revenue. It has been so much fun watching my technicians compare themselves to other technicians in the US and grow to reach the goal that they set. This wouldn't be possible without ProfitMaxx.

Thanks again

Paul Robben
President