

Dear Ron,

I must apologize for taking so long to sit down and write this. It seems that retirement leaves you less free time than when you are working. Retirement is wonderful and only possible because of the tremendous effort that was put forth by you. I had my business listed for sale with a local broker. I met with him when I listed the business and never saw him again. He gave me no direction on what the market was like or what he felt my business was approximately worth. I had to call him two weeks after the listing to ask why it was not on the internet yet. During that year I spoke to him maybe three times, and I had to initiate the calls. He never once brought or even called about a potential buyer. I was very disappointed with him and wasted a year of my life.

After this horrible experience, I searched for a new broker and found the one and only Ron Brucker. What impressed me in our first meeting was your sincerity, knowledge, and more than anything, your honesty. You explained how things worked and gave me your realistic opinion of what my business was worth. Of course, we all think what we have is worth more, but you were within \$5,000 dollars of the final sale price. You listed my business promptly and in several different medians. You found ways to refresh my listing and get it in front of new people after it had gone stale. You always stayed in touch with me whether we were dealing with a buyer or not, and treated me like a friend, not just a client. I seemed to have had a run of bad luck with several buyers, making offers but the deals falling apart for one reason or another. Every time we came close and were disappointed, you were there to pick me up emotionally. You would always be positive and say "on to the next one". I know by how frustrated and depressed I got that you also had to be down about it, but you never showed that you were, and your positive uplifting attitude helped me survive. I know that this is your job, but I know that the effort that you put forth was Herculean. To simply say thank you is not adequate enough, but what else can I say other than Thank You? Your effort and perseverance has meant the world to my wife and me. I feel that I have gained a friend, and I appreciate hearing from you simply to ask me how are you doing. Again, I thank you for all that you have done. You are a gentleman and a true professional. If you ever need me as a reference, I would be honored to exalt your skills.

Sincerely yours,

A handwritten signature in cursive script that reads "Rod Valente". The signature is written in black ink and is positioned below the typed name.

Rod Valente