

September 7, 2010

To: RESCON Basement Solutions

From: Barbara

Essex Street
Lynnfield, MA 01940

Re: Feedback

1. *How satisfied are you with the work performed?*

Very satisfied.

2. *What were your impressions of initial consultation (conversation or meeting)?*

Excellent and convincing. Chris was very knowledgeable, professional, and clear in his presentation. Additionally, he was very personable and attentive to our concerns. He listened well and answered my many questions. He welcomed future questions and encouraged us to communicate with him personally or with his office staff. We liked his willingness to work with us directly and immediately felt comfortable about hiring Rescon.

3. *Was the general cleanup upon completion of the work satisfactory?*

Yes. All debris was removed and the floors were swept clean.

4. *How did you hear about us?*

From Pioneer Basement in Westport, MA. They said they were too far away to accommodate clients on the north shore of Massachusetts, but they offered to pass our name along to you. Your office later contacted us to schedule an appointment.

5. *May we use you as a referenced for customers in your area?*

Yes, absolutely. I have already passed along Rescon's information to friends, relatives, contractors, and service companies that we use.

6. *Overall, what was the main reason for choosing RESCON over our competitors?*

There were several important reasons, in addition to the above #2:

- *Owner involvement* - Chris, as one of Rescon's owners, came to our house himself to evaluate our needs.
- *Confident approach without overselling* Rescon's products and services. Chris encouraged us to seek comparative estimates and to take our time in making a decision.
- *Appropriate follow-up with attention to details* - As promised, a complete proposal came within a week and contained itemized options, products, costs, and references. Chris also included a personal, handwritten note of thanks that we really appreciated.
- *Advanced planning* - Chris also suggested meeting ahead of time with our building contractor and me at our house to coordinate prep-time tasks and schedules. For me, that was a significant closer.

7. *Comment or Suggestions:*

As a result of well-coordinated planning, everything was ready and in place for Chris's pre-start review of our site. He had scheduled three days for Rescon's portion of the work. The timetable was perfect. The workmen started and finished on time without any glitches. My husband and I are extremely pleased with Rescon's handling and execution of the job and would not hesitate to recommend Rescon to others.

As project manager, Chris was here on the first day to help the crew get started. Thereafter, Axel and his team arrived on time each morning and worked conscientiously throughout the day. They respected our privacy. If they had any questions about proceeding with some area of the project, they checked with us first. Each night they left the site clean and organized, ready for the next day's work. They were always courteous and responsive to any of my inquiries. They are a great example for any work crew. As expected, Chris returned to check things out once the project was completed. I am happy to report that our initial impressions were confirmed. A special thanks as well to Kathy and Katie, the fabulous office gals, for being so helpful and patient. Excellent customer service has been one of the outstanding hallmarks of this company.

8. *Would you like to receive any of the following:* *Newsletters* *Promos/Discounts*
 New Product Information?

Yes, but only if needed to improve on what you've already done. Otherwise, save the postage!

9. *How would you like to receive this information?* - by MAIL

