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Joe Diedrich-Advertising Representative

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To Whom it may Concern:

I was the advertising sales representative for the Wausau Buyers Guide from 2002-2006. During that time, Home Source One/Asset Development was a regular client of mine. I made weekly trips to their Colonial Gardens facility to pick up ad copy, discuss and plan ad campaigns, and go over ad proofs.

During those trips, I saw a run-of-the-mill trailer park with all its 'warts' in full view transformed into a truly lovely place to live; what I began to call a 'sub-division'. I saw continuous improvements in landscaping; I saw the creation and use of both indoor & outdoor recreation areas; I saw the delivery of new, beautiful homes; I saw the refurbishing of used homes into delightful places of residence. All this took place under the leadership of Tony Kovach. He was primarily responsible for Colonial Gardens' 'Extreme Make-Over'.

He has an incredible talent for building relationships with clients and prospects, growing those relationships into long-term programs that are mutually beneficial in the truest sense of the word. He gains the confidence of the customer, and the customer reciprocates by bringing in more business.

I give him my highest recommendation.

Sincerely,

A handwritten signature in black ink that reads 'Joe'.

Joe Diedrich