

RICHARD M. SILVEN

June 12, 2006

Mr. Todd Pflaumer
Sales Manager
Colonial Roofing, Inc.
5601 2nd St. W.
Lehigh Acres, FL 33971

Dear Todd,

Our roof at 7025 Rue de Marquis in Naples is complete, and I want to express our appreciation for the fine job and in particular for all of your crew's responsiveness to our questions and concerns – and also to offer a few suggestions.

In an industry populated with less-than-straight-forward players and customers who don't really know what is going on, your honesty and responsiveness was most welcome. Right from our first meeting, when you told us about the philosophy of Colonial's owner/President, I sensed you could be trusted – this after having been given the run-around by several other big name vendors. I also sensed that you and Chris Knox (and your Owner) were a different breed.

As the work progressed, we had questions and you and the crew superintendents were very responsive. It was clear that we were dealing with people who were "a cut above". John helped on several occasions, most recently on the warranty, which was omitted from our contract in error. The Workmanship Warranty from Chris Rakos is all we hoped for.

A few suggestions:

- ✓ When estimating and negotiating the contract, give the homeowner a simple, yet detailed, one or two page "what to expect" form letter. Most customers are ignorant of the complexities of a new roof or the process of installing one, and are bound to have questions and concerns which this communication could easily answer. Kelley Roofing tries to do this.
- ✓ Provide a thoroughly knowledgeable person and phone number for the homeowner to call. We had a tough time tracking down the right person as the work progressed – we always connected, but only after a bit of hassle and concern that we might be imposing. This person should not be inexperienced or just an entry level phone operator, but someone who understands the process and your organization, and can get the customer real answers in real time, even if the answer is "we don't know". You and John filled this void well, but I always felt you shouldn't be bothered with my questions.

I have already given recommendations to use Colonial to half a dozen homeowners in several Pelican Bay associations. Keep up the good work.

Sincerely,



Cc: President, Colonial Roofing, Chris Knox, Chris Rakos, John in Accounting, Chip Vaughan

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