

CHILDRESS



March 25, 2011

To Whom It May Concern:

Childress Heating & A/C, Inc. has been in business since 1992. In the past we have actively marketed our company by radio, print, newspaper and phone book ads. Most recently we have embraced the internet marketing heavily and are finding great success.

In mid September we partnered with Local Sales Direct, LLC to assist us in our internet campaign. Within a few months we received over 400 site visits and numerous sales leads.

Childress Heating & A/C, Inc. feels comfortable with Local Sales Direct, LLC and Alex Fermin. Mr. Fermin has extensive experience in marketing and is designing videos for cable as well as leading us in a social media campaign. We meet on a regular basis to go over our analytical reporting and make decisions on the upcoming seasonal campaigns. For a small investment we are receiving qualified referrals and have become distinguished among other HVAC contractors in our area.

Sincerely,



Dawn Richards
Treasurer
Childress Heating & A/C, Inc.