

July 12th, 2005

To whom it may concern;

I was first impressed with Alex Saenger by the marketing he developed to sell his own home. He did a better job marketing his property than I was doing on my own listings, even with over 16 years of experience at the time.

Following several conversations, I was convinced that Alex could help me cross several important bridges that I had neither the time, nor attention to cross. Alex brought all of my existing marketing together with new ideas and strategies and created a fully integrated marketing approach for my business. The most significant changes that he helped me through were developing a professional logo and colors for my mark, establishing a standard brand and identity on all of my marketing pieces, creating listing and buyer presentations unmatched in the industry, developing my website into an effective sales tool and helping me establish a top ranking radio show on 630-WMAL that generates significant leads every week.

The effects of his work have benefited my whole team and have directly contributed to my 30% sales volume growth in the past two years as well as expansion of my business into the Northern Virginia and Washington DC markets.

I am grateful for his continued assistance and for his friendship and highly recommend his skill to others in need of such services.

Sincerely,



Eric Stewart
President
Stewart Agency, Inc.