

Hidden Valley Ford

25th October, 2008

Miss Belinda Flaherty
RESULTS MARKETING
276 Henley Beach Road
Underdale SA 5023

Dear Belinda,

I would just like to take this opportunity to express my gratitude for the fantastic results with our first Main Event Campaign with your company.

The event was extremely successful with 30 Cars Sold, \$28,000.00 in Aftermarket sold and \$ 222,000 of Finance written.

The customers that walked onto the yard were all pre-qualified as they had the mailers in their hand and they were in the market to purchase. We had an excellent closing ratio with no opportunities left untouched.

With both yours and George's determination and positivity to make it a huge success, the buzz around the dealership was great for both our staff and the customers. You could see all who purchased on the day genuinely enjoyed the experience. We had the full assistance of Results Marketing to assist all day to help look after customers that could not be attended to while salespeople cleared the floor stock!

If you would like to speak to me in person regarding my experience please contact the numbers below.

I would recommend and refer you to any dealership.

Thank you!

Yours Sincerely,

Rob Longuet
General Sales Manager
Hidden Valley Ford
08 89477777
0412 898875

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