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Verasolve
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Dear Ethan,

I just wanted to drop you a short note to thank you for the wonderful work you've done for us here at Accelerent. As you know, over the years, I've worked with firms as large as Arnold Communications, the Martin Agency, and Earl Palmer Brown; small local firms throughout the Mid-Atlantic; and everything in between. Against that backdrop of extensive and varied experience, I can honestly say that Verasolve has not only provided the greatest value relative to the cost, but frankly has provided the most valuable and insightful strategy.

Beginning with the research you completed on our target customers, continuing through our re-branding, and beyond into our ongoing PR and advertising relationship, your work has always been thorough, strategic and focused, while at the same time cost-effective. Too many PR firms relax once the relationship evolves into a monthly retainer, but your insistence on generating and documenting results is unique.

Although I have been impressed with many aspects of your service, one of the most impressive has been your ability to blend cost-effective management of the day-to-day process with legitimate, high level value creation. The quality of your research, combined with your creativity and experience, makes a great foundation for a hard-hitting, effective and measurable integrated marketing plan. Your ability to bring to bear the exceptional talent of your leadership team on an as-needed basis, without overcharging for the ongoing management, continues to impress me. We routinely get benefits far in excess of the cost, and feel fortunate to have Verasolve as a partner in our continued success.

I would be glad to serve as a reference, and look forward to being of assistance whenever possible.

Sincerely,
Edward C. (Troy) Peple, III, President