

December 17, 2013

Ethan Assal
Verasolve
9916 Logan Drive
Potomac, MD 20854

Dear Ethan,

I would like to express my gratitude for the exceptional work that Verasolve has done for the CST Group over the past year and a half. Verasolve has served as a valuable asset for our CPA firm in pursuing a number of important marketing and public relations initiatives. Verasolve has led a wide range of projects, from coordinating the development of our new website to crafting effective messaging for our stunning new business development collateral materials. Verasolve's work has helped to enhance our marketing capabilities and increase the exposure of the CST Group in the region.

Verasolve worked closely with the CST Group to oversee the writing and design of our website, and helps us monitor visitor traffic and analytics. Verasolve is also instrumental in launching and maintaining our blog. Together, these pieces serve as our online storefront that helps us generate qualified business leads.

Verasolve was also instrumental in developing and implementing the CST Group's new corporate brochure, creating flyers and messaging for numerous networking and sponsored events, and coordinating the gathering of testimonials for more than two dozen of our clients for use on our website.

Verasolve has written and edited much of the key messaging we use to represent the firm, including press releases, staff biographies, and marketing and sales collateral materials. Verasolve has helped us accurately position our leaders and showcase our expertise in accounting and assurance, tax, and business advisory services. The CST Group also understands the growing importance of social media, and appreciates the help Verasolve has provided in developing a comprehensive internal social media policy and managing our social media profiles.

One thing with which we have been most satisfied is Verasolve's ability to accommodate our evolving needs over the course of our engagement, which now includes having a Verasolve team member on-site in our office on a weekly basis. This would not be possible with many other marketing consulting firms and the CST Group has found this to be invaluable, as Verasolve is able to participate in our weekly marketing committee meetings that include several firm partners and our Chief Operating Officer. This has enabled Verasolve to assist with both the strategic and tactical sides of our firm's annual marketing plan and budget.

The CST Group greatly values the work Verasolve has done for us and looks forward to continuing our fruitful relationship.

Sincerely,



Kendall Coleman
Partner