



PRS CORP

The Art of Concrete Restoration

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Mr. Tim Dougherty
The Blue Book
tdougherty@mail.thebluebook.com

Re: Advertising Success

Dear Tim:

I just wanted to reach out and convey my appreciation of the services that you and the Bluebook have provided. First off, working with you has always been informative and valuable. I have never felt pressure or was pushed into advertising with the Bluebook. You provided me with plenty of information so I could make the best decision for my company. Working with you has been like dealing with a friend. Next, like any other business owner, I am concerned that funds dedicated to advertising is well spent. Basically, an investment with a good return. As you know, my business is mainly dedicated to providing specialty concrete repair services to architectural precast concrete manufacturers. Due to the nature of the business and being such a small industry, "word of mouth" and direct contact seems to provide the best way to meet new clients. However, I felt it was important to reach out to other industries and not store all my eggs in one basket. That was why I looked to the Bluebook for help, and still do. What I have discovered over the past few years is that jobs I land through the Bluebook tend to be far more profitable than the work I do for the precast manufacturers. Don't get me wrong, the precast manufacturers still provide the bulk of my business and thereby get reduced pricing as they are repeat business. However, the Bluebook provides a unique opportunity to maximize my margins and keep my business balanced so I don't have to rely on one industry sector.

In short, the return on investment with the Bluebook has far exceeded my expectations. Keep up the good work and please convey my appreciation to the appropriate parties.

Sincerely,

Alec N. Altman
President

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