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Mr. Glen Aubrey
Creative Team Resources Group
5660 Amaya Dr., Ste. 179
La Mesa, Ca 91942

Dear Glen;

It is my pleasure to write this testimonial letter to the effectiveness of the "TEAM" principles that your organization espouses. As you know, we spent many hours working to implement these ideas while you and I were meeting several years ago. Some of the most remarkable results have been seen very recently in my office.

In early 1997, I convinced my employer to allow me to try a "new" approach to the way we do business. I suggested that we employ a team approach to our operations structure that would allow for a flexible framework. By doing so, we would be able to better utilize the individual strengths of the people in our organization, while minimizing weaknesses.

In March of 1997 the "A team" was born, specifically stating these core values:

- 1) A marketing approach based upon building relationships with customers, rather than selling. (This was part of the mission statement when this company was founded).
- 2) A team approach to selling, where two salespeople combined our accounts to allow us to give better customer service to all of them.
- 3) A team approach to systems, which gave each member of the team an opportunity to have input into the "way we do business"
- 4) Giving each team member the authority to make decisions based upon only two criteria: what is best for the customer, and what will strengthen that relationship.
- 5) Creating an "open door" policy, encouraging field and office personnel to have open communication directly with management, rather than going through their supervisor.
- 6) Creating an incentive program, which allows team members to share financially in our success.

The results were astounding, even to me. To make a long story short, in 1998 we had a sales increase of 70%, while at the same time increasing gross profit percentage. This was accomplished without adding any office staff, and with minimal turnover in our field personnel. I might add it was an absolute JOY for me to hand out over \$16,000 in bonuses as part of our new profit sharing program.

I don't know what the new year will bring, but I am confident that we are now poised to take full advantage of whatever opportunities arise. We are now beginning to talk about how we can "clone" this system for other salespeople in our organization to use, in hopes of duplicating our success. They seem anxious to learn now that they have seen our results.

Thanks again for your part in our success.

Sincerely,



Gary Hopkins
Operations manager

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