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Healthy Home



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COMFORT SERVICES  
Heating • Cooling • Plumbing

24 Hour  
Emergency Service  
Emergency Replacements

**440.449.4411**      [www.gorjanc.com](http://www.gorjanc.com)

12 February 2007

Mr. Jeff Castora  
19907 Abigail Lane  
Strongsville, OH 44149

Dear Jeff,

Just wanted to let you know how well Town Planner has worked for us. We've been advertising together for the last five years and have always "felt" that it worked. Now, after implementing our new software and tracking our lead sources, I can tell you that it works. Period.

Top of mind awareness (TOMA). I can walk into our local dry cleaner or barber shop and see the Town Planner hanging on the wall with our banner ad and I can only smile and wonder how many impressions that it has made.

TOMA is great but the proof is in the sales that it has generated. Last year we had 73 Town Planner generated calls for sales of \$30,348.82. Of those, 57% were first time users of our services.

Town Planner allows us to target the communities we have a presence in as well as extend the shelf-life of our ads.

Jeff, keep up the good work ... and the results!

Sincerely,



Phillip J. Gorjanc

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