



March 13th, 2017

Denon Perry
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Dear Denon,

I'm a mom who runs my home as well as my business. I use the Town Planner Calendar as part of my daily life since receiving it at my home. I find the calendar to be a very useful tool in keeping my family organized and I appreciate that it comes loaded with a lot of useful community information including my kids school's schedules as well as local events and some great offers from local businesses. Looking at this from the standpoint of a business owner it made sense to me why businesses would be part of this calendar. What a brilliant concept for reaching families!

I decided to get my business listed in Town Planner in 2016. The year round visibility that Town Planner provides is important to me and my company when it comes to effectively communicating our unique value to the community. In my first few months of being out, "I saw you in the Calendar" is something I've heard enough to convince me that people are seeing my ad which tells me that it's truly working at getting my name out there. I've done other forms of print marketing before and have never had this type of result.

It's important in my industry to create an interest in the value of what we do. I feel that the Town Planner is introducing BBC Solar to people that have not thought about my solution before. And one of the BEST BENEFITS of Town Planner is the category exclusivity! With solar providers on the rise, I've closed the door on my competition and put myself on display in the home's biggest target, the fridge, where no other solar company can be! How wonderful is that?

Thank you for the opportunity to be part of the calendar in 2017. I look forward to being part of 2018 as well!

Catherine Bruce
President
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