



6258 Douglas Ct. N., Champlin, MN 55316. Phone: 763-788-0710

April 27, 2015

Dear Brian,

When you mentioned to me that you were looking into creating a Town Planner Calendar for the Brooklyn Park area, I immediately said, "If you do, count me in!" And thankfully, you did.

I had heard about the success some of your other vendors enjoyed by having an ad in the calendar and felt it would be a good fit for my business.

I am an independent insurance agent in Champlin. The competition in my industry is like many others and I know I need to consistently attract new clients. My business is first built upon the relationship I develop with my clients, which stems from how they feel about an ad for my company or a referral from a current client. The calendar provided a place for my ad where I could show that we are a family owned, local business, and, the best part- no other insurance agents were in the same calendar.

I was so excited to have the calendar delivered to the Brooklyn Park residents for 2015 and yet, I wasn't sure what to expect because I was a new advertiser. I was pleasantly surprised to receive 5 calls the first month and 4 became new clients! In the past 3 months we have received 3 calls and 2 have become new clients! I am so happy with the response, I have also signed up for the city of Champlin calendar for 2016. We often hear about more people wanting to do business locally, which is the clientele we are looking to attract. There couldn't be a better place for us to advertise to accomplish this goal.

I am looking forward to watching my business grow from my calendar ad.

Sincerely,

A handwritten signature in blue ink that reads "Natalie Algaard".

Natalie Algaard,  
President  
Paramount Insurance Agency, Inc.