

Carolina Car Care, Inc.
860 Inlet Square Drive
Murrells Inlet, SC 29576
Phone 843-357-0862
Fax 843-357-2374

April 25, 2012

Carolyn Hansis
Town Planner
PO Box 31056
Myrtle Beach, SC 29588

Dear Carolyn,
I wanted to write to tell you that, after 8 years of being a sponsor, I have been happy with my return on investment with your Town Planner calendar mailings. This year I decided to actually track my results by month. I knew the numbers were looking pretty good as the coupons came in steadily in January, February and March. But I was pleasantly surprised to see just how good they were:

(this shows profits after our costs of goods and labor)

January \$1477


February \$1144

March \$843

Even after I take out the advertising investment of \$880, I still am showing clear profits of \$2600, and it's only April!

We have tried many types of advertising over the years, and I have to say that Town Planner has been the most consistent for bringing customers through the door and for giving me a strong return on my investment. I would recommend Town Planner to any small business.

Sincerely,


Myra Levine
Carolina Car Care

OIL CHANGE \$7 OFF <small>Lube, Oil & Filter, Check Fluid Levels, Hoses, Belts, Tire Pressure & More. One coupon per car per year. Not valid with other offers. Expires 12-31-12</small>	\$15 OFF AC SERVICE <small>INCLUDES AC RECHARGE & LEAK INSPECTION Not valid with other offers. Expires 12-31-12</small>	\$25 OFF ANY BRAKE WORK <small>Expires 12-31-12</small>	\$20 OFF ANY REPAIR OVER \$100 <small>MAX COUPON VALUE \$20 Expires 6-30-12</small>
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