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March 16, 2010

Re: Eric Gold
Sheldon-Gold Realty, Inc.

I have known Eric for some time and I was familiar with his company, but until this year, I had never used his services.

I pride myself in my ability to negotiate leases and have done so successfully seven times. This time, however, other business commitments made time more valuable than pride and I called Eric for help.

I may think I understand how to negotiate an advantageous lease renewal, but compared to Eric, I am just an amateur. Eric was persistent, communicative, organized, responsive and even had a sense of humor. He was quick to offer options and I had the comforting feeling that he was actually working for me and my company's interests.

I have now decided that I will leave lease negotiations to the true expert (Eric Gold) and go back to what I am really good at – managing travel for small and medium sized companies and creating memorable golf trips around the world.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Peter Hellman', written over a white background.

J. Peter Hellman
President



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