



Casey Sheen
Naked Lime Marketing
One Reynolds Way
Dayton, OH 45430

Dear Casey,

When it came to digital marketing, we wanted it but didn't know where to start, so we began searching the internet. Every time I searched digital marketing companies, Naked Lime kept popping up. Even my peers recommended Naked Lime on more than one occasion so I reached out to Aubrey, our Naked Lime Representative. He was so enthusiastic and excited to work with us that we didn't listen to other company's presentations.

When we signed up, we immediately got to work with the Naked Lime team. They came in, got everything set up, and scrubbed our database. They knew what we needed before we even knew we needed it. This prep work is what has made us so successful and has kept us ahead of our competition. We don't look like amateurs who send the same thing out to the same person three different times because we have three different email addresses. We are using our clean data to professionally present relevant information to the people that need to see it.

Things really hit home when we have team meetings with Naked Lime. From May to July, we generated over \$93,000 from service promotions, had 114 service customers come in that hadn't been here in over a year, and saw 44 first time customers. We see the results of the program on a regular basis when our customers pull out their phone to show us a special we sent. Naked Lime has helped us grow so much that we are hiring more personnel and building a BDC.

We would not be able to handle this ourselves to the extent that you do. We sell and service automobiles - that's what we do. We are not a marketing company - that's what you do. When you find yourself at a crossroads not knowing what the next step is, you couldn't find a better group of people. Naked Lime will not only point you in the right direction, but they will go out of their way to make sure you are successful. Naked Lime is a true partner in every sense of the word.

Sincerely,

Joel Hawley

Joel Hawley
Internet Sales Manager
Two Rivers Ford
Mount Juliet, TN