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# HAGOPIAN CLEANING SERVICES

6/29/11

To whom it may concern.

From the moment I met Kelly Masters 9+ years ago while she was working for Smooth Jazz 98.7FM I knew that no matter where she went I wanted to work with her. Kelly has a deep understanding of what it takes to make a business successful from the most important perspective: "The Customers"! It doesn't matter what things look or sound like to me, my employees or my partners, all that matters is if we are doing the things our customers want and Kelly gets this in spades. There have been many a time over the years Kelly has made well thought out suggestions that have improved our customer experience, and her job was to sell us radio, which she also did very well.

When Kelly moved to WWJ 950AM she worked hard to make this great station work for us even though its core listenership is not really our demo. We have been happily on J ever since.

Over the last few years of knowing Kelly I have found her skill set to be so diverse that selling radio just doesn't seem to do her talents justice. I was excited for her when she told me she was making the leap and going into business assisting small to medium size businesses be better at what they are doing and especially communicating that to their clients & prospects.

Lastly I want to touch a bit on Kelly the person. Kelly has passion and compassion for people, animals, and the world we live in and how we affect it. She also has the integrity to say "I don't think this will work for you " as she has many times to me, even when it would have been to her financial benefit for me to do it. This is one of the core values I like most in Kelly and why I feel so strongly about recommending her. If you could use assistance in any almost any area of your business that touches customers and/or in your marketing I would contact Kelly to discuss how she can help.

Please feel free to contact me directly if you have any further questions. I can be reached at [kensnow@originalhagopian.com](mailto:kensnow@originalhagopian.com) or direct dial 248 -291-2121.

Sincerely,

Kenneth Snow  
President

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