



REALTY LTD.
REAL ESTATE BROKER

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Carmel & Floyd Branston
Sales Representatives

Cover Direct
S301-82 Chapel St.
Kitchener, Ontario
N2H 2T3
To: Roy Sullivan

Dear: Roy

Subject: Appreciation of advertising median

I just want you to know that it is good to get our name out in the community especially in such a targeted way. Cover Direct has targeted "my area" two times, once associated with Coldwell Banker and most recently with Peak Realty. It is good to know that my competitors have been locked out of this media because we compete heavily in all the other forms of media including realty magazines, community newspapers, junk mail, newspaper, yellow pages, radio, cable TV etc.

We often do direct mail but I realize the "piece" is only in front of our customers for only a short time. Cover Directs "piece" is in front of my customers and potential customer in the targeted area for years. It is very much like giving a pen to everyone in the neighborhood at a fraction of the cost.

Years ago we had a similar product in our home that was single coloured and protected the telephone book also. I used that product and called numbers listed on that cover often. On your cover our ad is so much more identifiable and easily seen and I know people will be exposed to the "Floyd Branston" name often throughout the year. We appreciate being the only realtor of hundreds in the community on the cover. We look forward to keeping in touch with you and perhaps do more business in the future.

Respectfully yours,

A handwritten signature in blue ink that reads "Floyd Branston".

Floyd Branston
Peak Reality
FB

"The Realtors Who Care!"