



Virtual Lending Source  
c/o John Anderson  
7084 Miramar Road  
Suite 400  
San Diego, CA 92121

**Re: VLS-Trigger Leads**

John,

I wanted to let you know that since first being introduced to the VLS – Trigger Lead Program back in 2005 or 2006 when I was the Business Development Director for a large dealer group here in Indiana I have been consistently impressed and pleased with the continued success of these leads. Many of my former associates have since moved on to other dealerships and have informed me that since they can no-longer purchase Triggers from you because we have an exclusive with you, they have tried using your competitors Trigger Leads at a lower cost but with very little success.

I know that you say VLS – Trigger Leads are more refined via your scrubbing, scoring and cleansing process but it all really comes into focus for me when I hear from people that I know personally as seasoned car professionals tell me this directly. Not a month goes by that I do not hear from a couple of my former colleagues asking me if we are ever going to relinquish our grip on your leads. I have even been offered positions at their dealerships if I will bring the VLS-Trigger Lead Program in-tow with me.

It's really a breath of fresh air these days to be in the car business and be sold by an outside salesperson something that truly works exactly as promised. You have always delivered on your promise in fixing any mistakes, you are always accessible when I call... and even when you were on vacation in Hawaii for heaven's sake! You folks are also always willing to make suggested changes to better improve the opportunity of your leads and I simply wanted to acknowledge this fact and to thank you and everyone there responsible at VLS.

As you are aware, I recommended that we begin utilizing your leads after leaving the dealer group where I was previously employed the minute that I heard they failed to reorder with you. And, as you already know we now purchase a multitude of products and services from VLS in addition to the Trigger Leads. It was my reputation on the line when I recommended purchasing leads and other services from your company and I am forever grateful that we did.

The VLS leads consistently rank either the highest or among the highest of all traffic generation products or other forms of advertising that we do. It has been over three years now where I am at currently since we first began doing business with your company and that is a record amongst all lead providers that we utilize in regards to consistent usage. You know what a nut I am when measuring performance and ROI and you even hear from me if it looks like it is slipping... but you always say "Brian, just be patient and keep doing what you are doing and the business will follow." Well John, sure enough, it always has as you suggested that it would.

It was certainly nice to have met you all last week there in San Diego. It is always nice to put an honest face to a trusting voice. I will forever consider all of you there that I do business with a friend. Thanks again for living up to all the promises.

Sincerely,

A handwritten signature in black ink that reads "Brian L. Seufert".

Brian L. Seufert  
Business Development Director  
Blossom Chevrolet, Inc.

