



Southwest Tree Service

July 21, 2004

Don Sando
President
Achievement Partners
217 Palm Canyon Drive
Vista, CA 92083

Dear Don,

Let me first say thank you for allowing me to write this letter. I am so grateful for the opportunity that you gave me to participate in your program for entrepreneurs. My hope is that this letter will help prospective clients and associates see the same value in this process and in you that I have found.

Before working with Achievement Partners, I had many ideas, but little direction. I was overwhelmed with the prospect of expanding my business. In fact, I wasn't sure if I could do it at all. Thankfully I was mistaken. With you as a facilitator and the outlines given by LMI's books and CD's, I now know there is nothing that I can't accomplish by setting attainable goals and following a plan. Achievement Partners has crystallized my thinking and given me motivation, purpose and direction. I will demonstrate in this letter where I was and just how much has changed in less than a year.

Before working with Achievement Partners I was doing all of my own field work and had only two employees. Sales were low and I had only one set of older and less professional equipment. I had no real plan for the future, no cash reserves, and it seemed like nothing would change.

By participating in your program for small business owners and applying the principles and systems outlined, many things have changed.

I started the Achievement Partners' program in July of 2003. In the final five months of 2003 my business grew to include eight employees, plus the equipment to run three crews. I have not worked in the field since starting with Achievement Partners and have been able to focus all of my time on expanding my customer base, equipment and cash reserves. I now have a sound business and marketing plan in place and



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have been following it. In the final five months of 2003 my business revenue tripled which was an amazing feat, but what is really amazing is that it has again doubled in the first five months of 2004.

By participating in the program and applying the simple principles, I feel that I am now working on my business and no longer working in my business. It has helped me to achieve a balance in my personal as well as my business life. My wife and I are purchasing our dream house and that has been a goal for many years. Many of the dreams that we had outlined seemed so far away just a year ago, but now we have achieved most of our goals and dreams. In fact we now have to write a new list of dreams and goals and we have no doubt that we will achieve them all.

In addition to the outstanding system outlined in the LMI material, I must say that one of the greatest assets was you, Don. Your personal attention, professionalism and guidance were an incredible asset to me and my family as we began this process. I place just as great a value on you personally as I do on the materials that you provided.

Thank you again for all that you have done.

Sincerely,

Stephen J. Elesky
President
Southwest Tree Service