

Many of us have gotten to know each other over the years. While our relationship has been built around appraisals, it has given us the chance to at least get to know each other on the basis of integrity and plain hard work. Starting with **only myself** in 1990, I have been fortunate to have **built** a tremendous team of appraisers and staff people who, like me, **are** dedicated to giving honest and accurate service in return for the fee. **Since the challenges of location of clients today precludes the old PR tradition of meeting clients face-to-face**, I can only rely on the veracity of my talk, actions and marketing for attracting your attention and your business. My motto with the AOI team has always been, "Without **your** excellent service, I have nothing to market; without my active marketing, **there is** no appraisal work."

I have heard that the public relations I share with clients throughout the year is always upbeat and positive. **I have** a saying above my desk: "90% of **dissatisfied** customers do not complain: they simply do not call again." On the wall in our reception area is this saying, "It takes months to **find** a client; it takes only seconds to lose one."

Since our relationship can only be built on service, we take every order and every request for follow-up data very seriously. Because of our size, if an underwriter **does have a** request, **my** office staff and I can **respond** immediately so that there is no suspension of a file. **Also because of our size, we are able to handle emergency files, even the SAME day.** If a property needs inspection on a weekend or a holiday, you know that you can count on Appraisal One. And, you know, too, that our appraiser will not let you down regarding professional appearance and demeanor in our personal contact with the borrower.

I would like to share a few recent messages the AOI team has received from clients. I have been in the service industry since my junior year in college and I know how hard it is to earn accolades. **The** following emails have been sent to me totally unsolicited by clients:

"I know you do stand behind your work and I constantly spread the news about AOI being the best appraisal co. in the Seattle area."

"Thank you again for the hard work and quick job in getting us that addendum!" "I just wanted to thank you for the outstanding job in getting an appraisal done so quickly— incredible turn-around time!!! We thank you for all that you do for us and our members— you provide excellent service!"

"Thanks for the update. I sincerely appreciate your professionalism. I knew I could count on it. I will continue to send all of my business in your area to you and have all of my reps do the same."

"Thanks a lot for being so prompt!" "Thank you again. Appreciate your fantastic service." "I truly appreciate your great service."

"Good report with great addendum comments."

"Thanks for your help. We appreciate all that you do for us." "Really appreciate you taking the time to help me."

"I was very SPECIFICALLY asked, who can I count on for a 'reliable' appraiser. An appraiser who's not going to just pull a value out of the air, or use comps that aren't comparable. I gave them your name, of course."

"It's about time that an appraiser put it all together to give us lenders what we need!"

"I sent an email this A.M. to all of the persons involved with the assignments in Washington. I advised them that you have the most impeccable service of any appraisal company that I personally have ever dealt with and that your timeframes are second to none. I also

assured them that your reports would pass right through our QC department without any issues. Your credentials and ethics are far above the other appraisers that we have in the state.”

Thank you for taking the time to read this message. I really miss the days when I was able to personally call on clients. I now have to rely on communications such as this and, of course, the actual delivery of what we promote and promise to our clients.

The entire Appraisal One team thanks you for your business to date and, whenever it can be of service to you in 2005, it sincerely appreciates the opportunity to work for you.

Sincerely,

Jim Girardot  
President  
Appraisal One, Inc.  
Celebrating its 15<sup>th</sup> anniversary in 2005!