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May 20, 2008

Dear Dave,

When we first became endorsed advertisers back in 2005, our hope was to get new customers. And we've been blown away! After the first commercial, we got an immediate response. And that is not something that is always measureable. Our customers are proud to be listeners so they are equally proud to say "Dave told us to come!"

Our expectations have been well exceeded. And the *type* of customers that come from Dave tend to be different than our regular customers. People who want to make their money work for them and not the other way around know the value of a service or product before they get here. And those are the type of people who listen to Dave and show up here after hearing our commercials produced by Dave. They say "if you know Dave then we trust you and you must be doing the right thing!"

On a personal note, the way my husband Scott and I communicate about finances has totally changed! It may not be perfect yet, but we are in a much better place. Thank you so much, Dave!

Sincerely,  
Donna and Scott Dill  
Owners of C&I Electronics  
Evansville, IN