
From: Carl Lavery
Sent: Wednesday, January 04, 2006 8:21 AM
To: ron@airpurinc.com
Cc: Jeff Rawls; Johnson, Lisa
Subject: A Job Well Done!
Importance: High

January 4, 2005

Mr. Ron Stumpo
Air Purification, Inc.
8121 Ebenezer Church Road
Raleigh, NC 27612
Dear Mr. Stumpo:

It was near closing time in mid December, actually a little past closing time when the telephone rang at Air Purification, Inc., and Jeff Rawls, still working answered the telephone. I explained to him that I needed duct pipe, quickly and I was ready to make a deal if he could help me figure out the job and cut me a good deal on the price. You know what happened, but here is the rest of the story.

I sent Jeff a very small list of one each duct parts that I wanted a price on just to see what Nordfab and Air Purification, Inc would charge me for the job. He told me he would get back to me very soon--and he really did! Jeff is a Tiger!

Because I know nothing about duct costs or what I was buying I sent out the same price request but by fax only to 9 other companies off the web. These companies were with Nordfab or KB Duct. Web site marketing is becoming a solid force to sales awareness now Mr. Stumpo. Only four of the nine companies responded at all during the entire process. Only two of the four besides your company gave a "general bulk price quote" within a week, and only one besides Jeff followed up with a "general bulk price" quote but changed my design and size of pipe that I asked for the request. Bulk price quotes and size changes don't work with no drawings, QDD or lists of each run at Carllaverycabinetmaker.com. I need and expect exact quotes and lists to make a professional buying decision. Jeff and Lisa did the work and deserve the credit!

Jeff is very smart. Jeff took a business man's risk and chance and had a QDD sent to me and an item by item price quote for my two duct runs. Lisa Johnson from Nordfab helped Jeff a lot to get me professional information and facts to make the decision. Jeff then sets up a 3 way telephone conference call with Lisa, me and Jeff to answer questions and professionally sell me on Nordfab and Air Purification, Inc. Jeff knows what he is doing, Mr. Stumpo.

Jeff orchestrated to action this project with professional marketing and management skills

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and speed. Lisa Johnson again was professional and helped make this sale happen for her company and answered the telephone when they were either off or closed. Jeff stayed in touch with me during the long holiday week and help button up the order. Air Purification and Jeff and Nordfab win the order hands down!

I am very pleased, as I told you on the telephone voice mail. Jeff again was checking on my order yesterday afternoon by telephone with me. This is not the end of the story, but it is the end of the first chapter. I am going to grow this shop and Air Purification will get more orders of this size or greater in the near future. This is my third architectural millwork company since 1976 and I have never experienced service like Jeff and Lisa extended me for Nordfab Duct.

I am now waiting to learn the ship date on the duct from Jeff and Lesa and am sure they will know that in a few days after Nordfab tells them the status of my order.

Air Purification is very lucky to have a "Jeff Rawls and Lisa Johnson" on their team, and my order; which was voted with my hard earned dollars, is living proof of the great job they did for Air Purification, Inc.

Warmest regards,
Carl C. Lavery, III
Carllaverycabinetmaker.com