

Date: Fri, Dec 18, 2015 at 10:44 AM

Subject: endorsement

To: "<cduffield@businessdesign.cc>" <cduffield@businessdesign.cc>

I met Cliff Duffield in 2008, when I was at a crossroads in my career, I was contemplating expanding my business and unsure of how to accomplish this without going beyond my personal limits, Cliff Duffield's guidance allowed me to expand my company, learn to delegate, and manage more efficiently. Once my business was performing at a peak I made the decision to slowdown, he then helped me market the business. In 2010 I had a very profitable offer and with Cliff's help the sale went smoothly.

Mr. Duffield helped minimize my tax liability, has invested my wealth into public, private, and institutional markets, making sure myself and wife are taken care of in retirement, and the distribution of my wealth to my heirs when I pass on. After 4 and 1/2 years of retirement, I was presented with an opportunity to get back to working in another field, Cliff was there to give me an unbiased opinion and counseling on this new venture, which I am happy to say I now have 2 locations and I am getting ready to open a third with a very aggressive strategy to build this to 10 locations or beyond.

It is safe to say, Cliff has been very instrumental in my success, with his knowledge and counsel myself and my family are in a very good place. I would recommend Cliff to anybody that is needing the kind of help that he provides, his integrity not only professionally but personally is beyond reproach. My only regret is I wish I would have met him sooner.

Sincerely:

Steven L Hudson

Anytime Fitness Pleasant Hill, Raymore, Harrisonville