



June 29, 2018

Cliff Duffield
Business Design, LLC
10413 Mohawk Lane
Leawood, KS 66208

There are no words to express our appreciation to Mr. Duffield and Mr. Place for their expertise in valuating our firm and finding a "PERFECT" energized young firm to absorb our company and future work.

We began this process in November of 2017 and completed signing papers for the transition on May 25, 2018. Without Mr. Duffield's business connections and insight to what we wanted in the future to allow us to slow down but still be working in a consulting compacity in the field we love we would never have met Mr. Heitsman and his progressive firm Pure Design. Along with valuating our firm, between Mr. Duffield and Mr. Place, a business plan was laid out for both parties for the transition considering finances and ability to blend talents for continued growth.

We were impressed with the thoroughness of examining each facet of our business and being realistic of our true worth, our strong points and also our weaknesses and not hesitant to express their opinion. This helps in you obtaining what you want in an end result. Throughout the process Ron and I felt we were of the most important client they had. Their attentiveness in returning calls or emails and always assessable, made the process of obtaining our goals, smooth and comfortable.

We felt our best interest was always at the for front with Cliff and Ed and because of this, their business plan for us could not have worked out better for our future. We highly recommend them to anyone thinking of making a change for yourself and your company.

Sincerely,

Ron Reid
Ron Reid Associates, P.C.

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