



branding | marketing | interactive | communications

Date: Today of course.

To Potential Customers of Integrity Motorcar,

Every once in a while you are asked to write a letter on someone's behalf. Some times you are excited to do so, other times a bit hesitant. And some of the time, the words "Are you kidding?" come to mind. *Shoot me now!*

This is one of those times where I am excited, in fact, blessed to write a letter about a service provider, now friend, who is exemplary in his field and leaves his competitors coughing in a trail of exhaust fumes.

Sevan has proved to be quite flexible with my needs and accommodating in ways not common today. It's like old school meets new tech. His attitude is outstanding, personality refreshing and his honesty and work ethic are among the best I've seen in any industry... rare indeed.

His knowledge base and ability to articulate the past, present and future of whatever auto crisis I find myself in is extraordinary. Bringing simple terms to complex problems, he has no hesitation about sharing the truths I need to hear about my cars. After all the safety and well-being of my family and me depend on it and he gets it. For him it is personal... in every way... and I trust him implicitly.

At the end of the day, I think it would crazy to go anywhere else and I don't throw these comments around loosely. Having branded over 800 companies in my career, I can spot a poser a mile away. Sevan is the real deal and I recommend him highly for any job. Anything else would be a trip to Vegas. Why gamble? The odds are against you... *Really!!!*

As for his wife, who runs the shop, she is a blessing in many ways and Sevan should thank God every working hour of every day that she said yes and strolled down isle. I'm sure he does.

Sevan asked nothing more than for me to give you my honest assessment and experience of his work. In that, I would say the following; he is committed, authentic, bright, follows through, keeps commitments, anticipates needs and does phenomenal work . If that's your brand of service, then Integrity Motorcars is your brand of choice... *for life.*

With your customer satisfaction and your sanity in mind,

Dean Del Sesto
President/CEO, Breviti Brand Group