

# BARGREEN ELLINGSON

FOODSERVICE SUPPLY & DESIGN

December 17, 2014

AutoQuotes  
Kent Motes, CEO  
Michael Greenwald, President  
4425 Merrimac Avenue  
Jacksonville, FL 32210

Dear Kent and Michael,

I wanted to take a moment to thank you for positioning AutoQuotes as a leader of change and innovation in our industry. Your past initiatives have driven much needed technological adoption into our salesforce, creating a more efficient and effective Dealer Sales Rep. and your future initiatives will not only aid in our sales effort, but reduce operational redundancies as well.

One of the most common soft-challenges that our organization faces is the time zone challenge. For our Hawaiian-based staff, we share three hours of common "business hours" with our East Coast vendors. This makes it incredibly difficult to get any answers to our customers past 11 AM if we are relying on vendor communication. In a location such as Hawaii, where transit time is often longer than production time, customer inquiries about aggregated lead-times are a common occurrence and a constant headache.

With AutoQuotes providing the platform for meaningful data interchange between dealer and manufacturer, our organization will be able to confidently communicate lead-times, stock levels, order statuses and shipping updates to various stakeholders. For our territory staff, it will continue to make them more self-sufficient. For our Contract department, it will allow for better coordination and timing of installation crews. And for our warehousing staff, it will allow them to plan out the oscillating nature of staging and receiving large product volumes. All around, it is going to enable us to continue to take care of customers better tomorrow than we do today. I greatly appreciate your assistance in making our organization, and our industry as a whole, more relevant to the customer of the next generation.

Sincerely,



Eric Ellingson  
Bargreen Ellingson

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