



February 1, 2012

Jack Salmans
Chairman & CEO
ProHome International
550 N 159th St E Suite 2000
Wichita, KS 67230

Dear Jack:

It is with great pleasure that we offer our unqualified endorsement of ProHome as a strategic partner in the home building industry.

ProHome provided a warranty service solution for hundreds of homes that our company built; and partnering with ProHome was one of the best decisions we ever made. Once we understood that the services offered by ProHome go far beyond simple warranty coordination, we began to realize the true value of ProHome as a marketing resource:

- The ProHome staff elevated our company in the eyes of our buyers;
- Our buyers perceived our company as far more professional – and genuinely concerned about their well-being – because of the quality of the ProHome presentation; and
- The ProHome staff provided an invaluable third-party endorsement every time they walked one of our homes with a customer and/or interacted with our subcontractors.

And the price is right! Using ProHome to coordinate our warranty service proved to be not only a cost-savings strategy for our company, it was also a “cost-controlling” strategy. Prior to partnering with ProHome, we had a full-time warranty service department, which included staff, vehicles, materials and other overhead; and that cost was there whether we built and sold homes or not. So it was very difficult for us to quantify our true warranty cost on a per-unit basis.

With ProHome, however, we did not incur any warranty costs unless and until we built and sold homes; so we knew going in what our warranty costs would be.

We have referred many of our friends and colleagues to ProHome and, frankly, we cannot understand why anyone who understands the home building industry would not utilize ProHome once they understand the value of what you do. We wholeheartedly endorse ProHome.

All the best,

Robert C. Porter
Managing Director