

King Systems

Attn: Adam Zatorski

Crested Butte, CO 81224

Dear Adam,

It has now been 12 months since the completion of our project at 501 Gothic Ave, and I was reflecting on how much I appreciate all of you and your guys at King Systems. As you remember, when we first met I was convinced that I was not your "target market" and you needed to spend your time elsewhere. To be clear, I always have enjoyed and respected your ability...I just did not perceive my budget to be big enough.

I was wrong, I am your target market and you exceeded my highest expectations. I would characterize your success in three main areas: People, Strategy, and Execution.

People: When you first designed my solution on top of the architect's floor plan...that was a huge win for me. Your competitor kept sketching my design out on a blank piece of paper, and really left me with no compelling reason to believe the solution would work. You also gave me great clarity around the fee, which helped me understand why the cost was higher than other bids I received. Ben and Dave are 2 of the most highly competent tech's that I have been around. I say that because their troubleshooting is done ONCE. I cannot remember a time they came back twice for the same problem. Briefly, You, Ben, & Dave have been the best people we have worked with during the construction of our last 3 homes in 3 different cities.

Strategy: You spent a lot of time in the design phase asking my "purpose" type questions. I really think this led to a more unique solution that fits what we are trying to solve for...and that became clear during our conversations. After you spent a significant amount of time asking questions and defining our purpose...I felt you delivered a robust solution via a scalable plan. You provided great suggestions like central audio/video, how to get our TV receivers down to 3 which helps our DirecTV bill, you included Pandora and recommended TIDAL. You included both buildings in your one networked solution.

Finally, Execution: I waited a year to write this letter because I believe it means more when I can say that everything we discussed, designed, executed has worked. It worked better than any system that we have owned. I attribute the number of days working without a flaw to the design and execution you take to build the A/V Racks before they show up on site. I have not seen the complexity of design done simply, like you executed. Then when trouble shooting is required, most of the time you can do it remotely. That is great. You have been accessible to us on Friday nights when the kid's movies will not start and Monday morning first thing when our internet is down. You answer when we call and the design of a system that can be troubleshot remotely works. The devil is in the details and execution is where I find that you and King Systems stands out.

In closing, it has been a great year. I am so pleased that we made the decision to hire King Systems.... you, Ben, and Dave. We are reaping the benefits of that decision now....and I was admittedly one of the most apprehensive people at the beginning of this process. Not because I distrusted your work, but I was concerned that I was not your target market. Turns out, I am exactly the type of guy that appreciates what you do. Thank you.

Regards,

John M. Pulliam