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Patrick Seroka
President & CEO
Seroka & Associates
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Dear Pat,

It's my pleasure to share my thoughts about our relationship with your agency because Seroka certainly has done a lot for Inlanta Mortgage.

We engaged Seroka knowing we would be changing our corporate name and we needed your guidance to help us build that new brand and name recognition.

Thanks to numerous media relations initiatives and targeted marketing pieces you created, we have benefited tremendously from our investment in terms of the brand recognition that we achieved.

When we first adopted the Inlanta name, there were zero hits on Google. Today when you search for Inlanta on Google, there are more than 45,000 hits, and the majority of them are there because of Seroka's efforts.

The Seroka team is so accessible. Amy Hansen is our first point of contact and is always very gracious about keeping us accountable and making sure we meet the goals we set. We also welcome the personal attention we receive from you and Scott, and appreciate the ideas and service your firm provides.

Seroka's depth of experience, particularly in working with mortgage bankers, was one of the primary reasons we chose your agency. It was a tremendous advantage for us to know that Seroka already had an understanding of what we do and what our struggles and goals were even before we started working with you.

We look forward to reaching the next level of marketing success with Seroka's help.

Sincerely,

A handwritten signature in black ink that reads 'Jean Badciong'. The signature is fluid and cursive, with the first name 'Jean' being particularly prominent.

Jean Badciong
Chief Operating Officer
Inlanta Mortgage
Waukesha, WI