April 1, 2004

To Whom It May Concern:

I listed my company with Mike Wheelock in August 2003 and closed the sale in October 2003. It was a terrifying decision and a monumental undertaking. However, from the very beginning, Mike walked me through the process. He really worked with me to assure that my goal was achieved, i.e. that there would be a larger down payment than first proposed so loans could be paid off. He took the time to understand what I needed to achieve to be able to comfortably leave my family company after 25 years. Much to my amazement he brought several serious buyers to buy/sell meetings. I was fortunate to have several offers in a very short time. He helped me select a buyer that we both felt I could teach the industry to, help him succeed in the business, and work with for the length of the contract.

Mike was sympathetic to my fears, patient with my complaints of time constraints and consistently available to me when I needed questions answered. If Mike had to be out of town or with another client, I always had a person to contact besides his cell phone. Mike was quick to return phone calls or have someone who better knew the answer to the question call me. I never felt the he was only attentive while trying to get the listing- or sale. Mike still calls me to make sure that we got the right buyer and that I continue to be comfortable with the decision.

I am not planning on building up another company and selling it but if I were to, I'd call Mike Wheelock in heartbeat to handle the transaction because of his integrity, hard work and genuine in concern for his client.

Sufficerely,

Shelley Goodall

Former owner Vending Equipment Sales, Inc.

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