



April 3rd, 2007

To Whom It May Concern.

I want and actually need to convey some very positive thoughts specific to my business interactions with Coach and Sales Strategist Jason Kleid. Coming from an industry that typically sells paper with a future promise to perform, having a strategy and an ability to clearly differentiate from the competition is critical to our long term success.

The Insurance Industry is often considered a commodity driven solely by the market price without regard to well defined product knowledge and customer service platforms. Our Agencies have taken three steps forward into the complete risk management services arena not currently populated with other Agencies/Brokers, and we would not have been able to take this huge leap without the day to day blocking and tackling Jason Kleid helped originate and build. Jason spent two to three days a week working with our young and veteran sales consultants, service and operations staff, our service platform and our executive team. His distinct ability to understand and pro act is one I have not seen in my twenty eight years in the Insurance Industry.

As a result of Jason's "hands on coaching," our entire team understands our platform, strengths and opportunities in support of our strategic initiative in assessing our customers and prospects needs as respects cost of business risk. Jason's undertaking at RJF was not a lay up. Trying to understand and help tailor an Agency that is passionate for solving customers' problems, while growing in a difficult to grow marketplace, is next to impossible. Jason's perseverance is unparalleled. Of the many issues Jason addressed during his stay at RJF, my personal favorite is his ability to fight through the company "red tape" to get to issues and help build the strategic and tactical initiatives for our ultimate success. This ability was present on an individual sales initiative as well as at the management level.

I have attached a list of a few of the many issues Jason helped develop and solve while with the RJF team, and I personally am very appreciative of his help, questions, ideas, solutions and outcomes.

Respectfully,

Jim Johnson, CPCU, CIC, AAI
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