

August 1, 2016

Michael Smith
Smith Business Solutions Inc.
1673 Richmond Street, Suite 218
London, ON
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Dear Michael,

We are writing this letter as a thank you for your commitment to our business over the past 6 months. In early January, we met to discuss your potential involvement in the closing / moving of one of our La-Z-Boy Furniture Gallery locations. We shared with you our goal of ensuring we could effectively, and profitably, close one location at the same time as we were planning two new store openings. You and your team were confident that you could exceed our expectations in both topline sales and bottom line profit while maintaining our strong reputation in the marketplace. You delivered!

Not only did we exceed the aggressive sales target set at the beginning, but we gained true partners in each of your sales conductors in our stores. These leaders were able to provide us with objective feedback on our team, our logistics, and our program, all while helping coach the Design Consultants close on the floor. There was a genuine interest in helping us improve our business for the long term.

Paul Evans, our Event Coordinator, showed a great attention to detail and constant strategic thought as he analyzed the business on a daily basis. Your team remained agile and open as we discussed tweaks to the plan to ensure we were always maximizing the ad dollars and our efforts at store level. Your team responded well to requests or concerns brought forth by our team and we always found a solution that worked for both parties.

Again, I want to thank you for your leadership in making our "Store Closing/Relocation" Sale a tremendous success! We would not hesitate to recommend your services to any retailer looking to execute a similar sale.

Sincerely,



David Maxwell