

February 3, 2012

To Whom It May Concern

I have had the pleasure of working with Curt MacRae, of Human Transitions, in an effort to develop new, quality marketing materials for my company, Baylore Acceptance Corporation, while enhancing our brand recognition in a variety of ways. The results have been extremely valuable in terms of improving our professionalism in our client communications, generating new marketing materials and programs that we can use now, and adapt to future needs, and standardizing and enhancing our brand in the marketplace.

Curt has a wealth of ideas, and can produce deliverables that have a "WOW" factor, while maintaining professionalism and consistency. And, his writing skills have helped us to generate a variety of consistent communication pieces that we'll be able to utilize with clients and prospects for years. Those deliverables are easily adaptable, as our programs change, and give us a strong, professional image to promote.

Curt also has the ability to standardize and brand our email signatures, and to enhance our LinkedIn presence, areas that we didn't even consider improving until those suggestions were made.

Sometimes we have a tendency to leave things alone, and not make changes because it costs some money and it takes time. After we create those changes, we realize that the effort was worth the investment. We're very pleased with the results, and highly recommend Curt's services to anyone looking to enhance their marketing, improve their communications and professionalize their brand.

Sincerely,

Baylore Acceptance Corporation



Tom Moore
President