

ACTION **MOTORCYCLES**

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April 7, 2010

Mr. Bruce Rogers
Boost Recreation
211 Consumers Rd, suite 203
North York, ON
M2J-4G8

Re: Boost Suzuki Program

Dear Bruce,

I thought I would drop you a line to let you know how pleased we are with the Boost Program. Showing our in stock inventory with your virtual tour software has had an incredible impact on the number of qualified leads that we get.

As mentioned on the phone, we are experiencing roughly a 60% (yes I said 60%) close ratio on leads generated with your virtual tours. But the added benefit is that our sales staff - have more time to prospect and work with qualified customers. In the past, our staff spent countless hours "answering calls" and "sending more information" to people. They would have to do this time and time again on the same bike because we didn't provide enough information at the onset. With your software, when we take the time (about 5 minutes each) to create detailed listings - it returns the value ten fold. In the past I believed we wanted the "unqualified calls" because we could then "close them". Today however I believe the buyers are more educated and more discerning. They know what they want - especially on used product - and when we present it to them (even showing scratches etc) we are more credible and it makes the final sale easier.

We are trying to "track" exactly how people find us (advertising, internet, word of mouth) but what I do know is that for the first quarter of this year we have received approximately 90 leads combined e mail and phone calls, and this is our slow season. I also know that traditional advertising vehicles get us some traffic but word of mouth and "our website" is what really "sell our products".

Keep up the good work. And thank you for helping us understand the world of the web even better.

We truly value your service,

Best Regards,

Jamie Emery
General Manager
Action Motorcycles

