

# Saratoga Family Health Center

Comprehensive care one patient at a time.

October 23, 2006

Re: Sally Pera

To Whom It May Concern,

Please be advised that I have had the immense pleasure and honor of working with Sally Pera for some years now.

Let me preface my remarks by saying that I have, in the past, retained several individuals who claimed to do what Ms. Pera does and I have been very disillusioned and frustrated with their formulaic, unimaginative and, might I add, unsuccessful approaches. As such, it was with considerable trepidation and skepticism that I undertook a relationship with Sally.

I have a very unique and exclusive medical/psychological practice and I was looking for help in developing relationships with both individuals and organizations who would comprehend and value what we do. Sally got 'it' immediately. She is extremely well connected with senior level executives and can facilitate introductions and business relationships that are not readily achievable otherwise. She has a strong grasp of human behavior; which as an expert in human behavior, is extremely important to me. She also really understands branding and can provide superb strategic guidance toward achieving business objectives.

Since working with Ms. Pera my business has expanded exponentially. This afforded me the resources necessary to give back to the community, which I told her was one of my most important goals. She is a cornerstone in my business network and I do not have enough words to express my satisfaction with, and admiration for, her excellent work.

Sincerely,



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