

The Wright Gardner

BRINGING MAGIC INDOORS

To Whom It May Concern,

I have worked with Larry Bangs as a Business Coach for twelve years. When we started, the business was barely grossing \$10,000 per month. In 2005, we topped \$1 million in annual revenues for the first time. At the end of the year, I also was able to buy out my partner (with a good deal of coaching and assistance from Larry).

At the time we were soliciting evaluations for the value of our company for the partner buy out, we were told by an evaluator with a great deal of experience in our industry that we are the only company he has ever seen that increased its revenue every single year of its existence.

It goes without saying that Larry has been very valuable to us in the sales area. He and I developed a goal to have a full-time sales person for the company several years ago. We had a few false starts before finding a suitable candidate. Larry helped train him and has, at critical moments, provided the right "boost" for him. My sales person and I speak weekly with Larry, set goals, discuss priorities and talk over specific sales situations where Larry often has something valuable to add to the strategy.

There are many, many ways in which Larry has helped me personally and the company in general become the successful, pro-active, profitable enterprise that we are. He encouraged my partner and I to take regular retreats to get away from the business and take the time to examine closely where we were at the time and where we wanted to go. Those retreats were always valuable and refreshing for us both. Recently, he has helped me form a management team that will take the place of the old system of management by me and my former partner. Early in 2006, he is leading the group in a strategic planning retreat much along the lines of what my partner and I used to do. I have no question that it will make a major difference in the way the management team works together and the results we are able to produce as a company.

One other major area of support that Larry has provided has been with difficult employee situations. We have certainly had our share, as do all growing companies. Larry's coaching regarding how to deal with difficult conversations and hold the staff accountable without ever demeaning anyone has almost always been right on the mark. I now feel that I have learned enough through his coaching that I am competent in my own right with handling these kinds of situations (although I still check with him just to make sure).

Larry has proven to be an excellent sounding board, a compassionate listener and a very knowledgeable business resource over the years. One of the things I appreciate most is his willingness to be available outside our regularly scheduled coaching calls. He has always been very prompt in getting back to me and invariably provides me with whatever I need at the time.

After 12 years, it is hard to imagine managing this business without Larry's coaching. So much so that he is now included in our profit sharing plan. I consider him to be an integral part of The Wright Gardner and hope to continue working with him for many years to come.

Sincerely,



Matthew Gardner