



330 Victor Road  
Attleboro, MA 02703

May 29, 2019

To Whom It May Concern:

I am extremely pleased that I choose Ron Ekstrom at George & Co. to represent me to market my business for sale. Though my business was local, I resided in Florida, so all communications were via phone and email. Ron was very thorough in explaining the process of selling a business, and that process begins with a valuation so that both sides had a clear picture as it related to value and expectations.

As an owner, you think your company will sell itself, but that is simply not the case. Ron constructed an incredible marketing package and strategy that created tremendous interest in my company beyond my expectations. Dozens of interested parties resulted in multiple offers for my business.

Ron was instrumental in demonstrating to buyers the strengths of my company through the creation of reports and numbers analysis, but also how quickly he grasped my industry and could communicate the benefits and opportunity to the buyer.

Ron is extremely professional, well spoken and left no stone unturned. If you want someone to work tirelessly to sell your business, look no further! (the man answers emails at 5am!)

Ron not only helped me sell my business fast, but he also worked with my attorneys and my accountant with anything they needed. Ron also assisted me and the buyer with the counting of inventory late into the night the day before closing and created an inventory control form with all the calculations that was used as part of the closing documents. In addition to that, Ron hooked me up with a wealth advisor that is also helping me with my other business in Florida, and I couldn't be happier! I could keep going, but I'll keep this to one page.

I think Ron and I will always be in touch. He is a great contact to have on my side.

Thanks Again Ron for everything!

Todd Leduc  
Affordable Building & Weatherization