



Red Sky Alberta Limited  
PO Box 1406, Slave Lake, T0G 2A0

To Whom It May Concern,

This letter is to describe our dealings with Mark Burke and Eyecatcher Design and Marketing. Mark's company, Eyecatcher Design, has been retained by our company on a monthly 'retainer fee' basis for over 4 years now. His results and his work to get those results have been nothing short of amazing.

We first met Mark through a sales agent who had worked with him previously on other successful developments in Alberta. After inquiring with his other real estate developer clients, all with only good references, we handed him the creative reins of our marketing and have never looked back. Mark had an uphill battle from the start, but quickly rose to the challenge. Our lake development project was unheard of in the area, and in an area unknown to most of the province as a whole. We met Mark in late June after wasting a full year using a realtor for exposure (the realtor simply used MLS listings and sat idle while waiting for a phone to ring), which led to no sales in our first year. By the end of August Mark had created an impressive website, which began generating leads almost immediately, he'd re-branded our project, and we hosted a successful open house in September. We had closed no less than 5 new sales contracts within our first real month of marketing our newly re-energized development. Very impressive right out of the gate we all agreed. He then began gathering hundreds of leads during the fall and winter to prepare for our first real Spring marketing push!

Mark has year upon year worked tirelessly. In the winter, our recreation property off-season, he worked to tailor our websites, prepare marketing materials, gather leads and create relevant Internet traffic. We generally attend tradeshows in the spring throughout Alberta and Mark has even come to work them at times in order to meet potential clients and better understand the market! He is a true team player. By the end of our first full year of meeting Mark we had written over 25 deals...all while the project was little more than a patch of trees and just getting underway with construction.

Mark has consistently been a creative force in getting our name recognized and making the phone ring. He is very helpful in suggesting new ideas and twisting my bad ideas into something worth trying. Despite the economic downturns and unpredictable real estate market, we have sold over 65 lake lots in the last few years grossing over \$10million with a steady pace while many competing projects have become stagnant or disappeared altogether. The lead generation tactics Mark employs utilizing direct mail, database management, the internet, and event marketing have allowed us to bring in new leads while still communicating with existing leads until they have moved through our sales cycle. His stamina and patience have helped our sales people close deals and his experience has helped us plan our future phase releases.

Mark will remain a vital member of our development team, but it does seem an opportune time for someone like yourself to use his talents too. We are now in the pre-planning stages of our next phase for launch in 2013. We recommend him highly for your project marketing and creative design needs, and if you'd like to talk more about him and his talents, please don't hesitate to call me anytime. In the meantime, check out our websites, which Mark has also created for us:

[www.albertasbiggestlake.com](http://www.albertasbiggestlake.com)

[www.lakelotsforsale.ca](http://www.lakelotsforsale.ca)

[www.lakepropertyforsale.ca](http://www.lakepropertyforsale.ca)

Sincerely,

Shane Knutson, President  
Red Sky Alberta Ltd.  
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