

January 7, 2016

Michael Pfeffer

To Whom It May Concern:

I have known Michael Pfeffer since 2009 when I decided to sell my adult day care center in order to take care of my elderly parents. Michael was able to walk me through the maze of financial paperwork and through his expertise; he helped me determine a fair asking price for my business. At the time the economy wasn't the best and I was just making a slim profit. My parents passed away in 2009 and 2010, leaving me with the decision to take the business to new heights. I was very grateful in the knowledge I had gained from Michael in what it takes to sell a business.

Fast forward to 2015, my business was definitely up and to the right and I was having my best year in 14 years of being an owner of an adult day care center. In April 2015, I contacted Michael and decided to again put my business up for sale so I could retire. It was an easy transition as I had already had a history with Michael and so we picked up where we left off. In just a couple of months, Michael had narrowed the field of prospective buyers to three and then there was just one that could meet my asking price. I signed a contract on July 29, 2015.

I heavily relied on Michael's professionalism and patience to make this sale become reality. He was very patient with me as he knew the emotional ties I had with the business. That gave me tremendous comfort because I could always call, text or email him what my concerns were and he would address them in a timely manner. It was a tough sell for Michael because the buyer would not take his advice. Michael had established relationships with bankers, SBA and attorneys to accomplish the sale in the most efficient manner. Unfortunately the buyer did not listen to his expertise and decided to proceed with his own resources. This delayed the sale of the business until December 22, 2015. The intent was to have the closing around the end of October 2015.

I highly recommend Michael Pfeffer to anyone who is seeking to sell their business. This was a very difficult sale for him but he persisted and got the job done. He met each challenge as it arose and conquered every obstacle right up to the closing date. I am extremely grateful that Michael was by my side every step of the way, both professionally and emotionally.

Sincerely,

Cindi Ryerson