

# Topel's Service Center, Inc.

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Dear Prospective Client,

It is with great confidence and respect that I write this letter of recommendation for Bob Greenwood, President of AAEC. I've chosen to focus on the top three qualities that I value most about Bob to share with you which include concise communication, availability, and focus on the future. They, along with many others, are what make Bob such a valuable investment to our business, and me personally. Bob belongs on our Balance Sheet as an asset, not on our Profit and Loss as an expense.

Concise communication can and does include several sub-categories about how Bob coaches differently. We used other coaching services for over 12 years prior to aligning. What I realized was that the cookie-cutter approach didn't work for us, just as it didn't for our clients. I truly believe that each of us have an individual file that Bob maintains to guide each one of us according to our own differences and needs. His use of Management Accounting has been a game changer for me to understand the financial side of our business, which I had struggled to understand for many years.

Knowing that I have a coach available to me at almost all times is what gives me confidence and peace of mind. I don't have to wait for a certain scheduled time or event to just reach out and discuss any situation, big or small. I can honestly say I have not had to wait much more than a few hours to have Bob listen intently to my concerns and help me find resolve.

Last for the purpose of this recommendation, but certainly not last on my list, is Bob's ability to focus on the future of the Automotive Aftermarket while I focus on my business. He combines technology, education, and

professionalism to produce best practices for not only his individual clients, but for anyone willing to listen to his videos and podcasts, or read his industry articles.

Bob helps me understand how valuable my own sanity, stability, and health are above all else and truly cares for me as a person, then helps coach me as a professional. The Automotive Aftermarket would never be what it is today without Bob and his involvement, nor would we be able to be expanding our business for the future in a brand new facility this year. Success creates success and I couldn't be more proud to call Bob Greenwood my mentor and coach in this endeavor of running a professional Automotive Service Center. If you or any associates have any specific questions I can answer, I am more than willing to take time to discuss them with you via a phone call or e-mail.

Sincerely,

**TARA TOPEL, OWNER**