



February 15, 2010

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Shari Bates, CAE

RE: Intuitive Concepts and the BBB Torch Award for Marketplace Ethics

To whom it may concern:

I am writing on behalf of Diana Garber, President and CEO of Intuitive Concepts, Inc., which has been a member of the local chapter of the National Association of the Remodeling Industry (NARI) for the past four years.

As a member of NARI, Diana and her company have represented the best of business practices, as required by our By-Laws and the NARI Code of Ethics. Every member of the National Association of the Remodeling Industry is pledged to observe the highest standards of honesty, integrity and responsibility in their business conduct. This has been reflected in the numerous ACE (Achievement in Consumer Excellence) surveys we have received for Intuitive Concepts from Diana's customers. They speak of "professionalism and thoroughness" and a company that "is genuinely concerned about their customers well-being", and have contributed to Intuitive Concepts' receipt of the NARI ACE Award for the last four years.

Diana has always demonstrated to us her strong commitment to client satisfaction and interest in their welfare. Her business ethics bare no reproach. Diana always looks at "what is the 'right' thing to do" when it comes to decision making, and it is my opinion that Intuitive Concepts is well deserving of the Torch Award.

Sincerely,

Shari Bates, CAE
Executive Director

285 N. State Street, Suite 102, Westerville, Ohio 43081
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Shari Bates, CAE Executive Director

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