



Casey Sheen  
Naked Lime Marketing  
One Reynolds Way  
Dayton, OH 45430

Dear Casey,

I have been the internet sales manager of Lancaster Toyota Mazda Scion for five years. Before switching to Naked Lime, we had four websites with three different companies. Not only was this an inefficient system, but our websites were run carelessly, and one was an absolute train wreck. In one instance, a customer submitted a credit app that ended up at a dealer in another state because our website company "miscoded" it. What a fiasco that was!

We started shopping around for a new marketing vendor about a year ago, considering Naked Lime, Haystack, and Dealer.com. Haystack left a bad taste in my mouth with their presentation. Dealer.com was okay, but they stopped following up with us, unlike our Naked Lime representative, Charlie. Charlie did such a great job with his presentation and has been persistent and patient throughout the process. He really helped make the deal.

Already with Naked Lime we have noticed a vast improvement in customer service. With one of our old site vendors, we would have to call a help line to receive any assistance. It was frustrating to wait, because website updates have to be instantaneous. Overall, their customer service and tech support was just horrendous.

With Naked Lime we will be receiving more features, more services, and everything under one umbrella for a price comparable to what we paid before. When we used different third party companies for our SEO, social media, and everything else, I was not sure if any communication was happening between them. I became very frustrated because I didn't have the time to research it and make sure people were doing their jobs.

I am very anxious to get started with Naked Lime so every service is handled with better communication between one team.

Sincerely,

A handwritten signature in black ink, appearing to read 'Deb Bock', is written over a horizontal line.

Deb Bock  
Lancaster Toyota Mazda Scion  
East Petersburg, PA