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8/16/2016

Dear Dr. Smith,

I understand ProMaxima has been selected to participate in the Cortland Partners national vendor program and that you will be reviewing 10 companies in total including dealers.

When ColRich was approached by ProMaxima we were not looking for a new fitness equipment supplier but could not be happier we made the switch. Greystar manages the majority of our 42+ properties across the Western United States. ColRich and Greystar could not be more pleased with high quality products, customer service, cost effective pricing and the hard working sales, logistics, and install crews.

Regarding the install crews. ProMaxima owns its own trucks and trailers and their install teams are professional, friendly, and deliver all over the United States

Cortland Partners will have the advantage on competitors as ProMaxima can brand your fitness center with logos, custom colors, up to date technology on cardio, custom Cross Fit station and even rubber flooring.

It's something to see raw steel turned into an asset that will increase your rents, retain residents, and brand your company. I am sure they will offer you the opportunity, but you should go to Houston to visit their manufacturing facility. It is very impressive to see US made goods being manufactured in such a quality environment.

This is an easy letter to write and I am proud to recommend ProMaxima as Cortland Partners supplier of fitness equipment.

I am sure you will have the same positive results as we have over and over again. Please feel free to contact me if you have any questions or wish to discuss things further.

Cordially,

A handwritten signature in blue ink, appearing to read 'Kirk Philo', written over a horizontal line.

Kirk Philo
Director
ColRich