

July 19, 2007

David Price/ The Price Group
3401 4th Street North
St. Petersburg, FL 33714

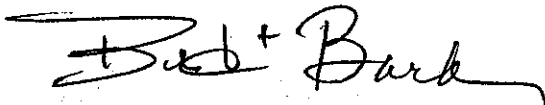
Dear David,

We are writing this letter to let you know how pleased we are to have worked with your team on the sale of our Old Northeast home. From the first meeting together with you and James, to the recent signing of the closing papers, the service you provided was impeccable. We received courteous and professional treatment with each visit or phone call. We had lots of questions and concerns along the way, but your team was available to us on the spot.

Your marketing strategy, thanks to Caldwell Bankers, is a cut above other companies. The photos and description of our home brought many hits to your wonderful website. You took time to research our neighborhood sales and listings to help educate us in deciding a fair asking price for our home, even though determining this price wasn't an easy task. The large amount of showings was almost surprising, given the state of the market, but it helped keep us positive and hopeful.

It was such a pleasure working with James and getting to know him personally. We appreciate all his hard work on our behalf. We must say...you've got a great team! We have shared our experience with others, and will continue to do so. We wish you all the best, as you continue to provide such great service to your clients.

Sincerely

A handwritten signature in black ink that reads "Bud + Barb". The signature is written in a cursive, flowing style.

Thomas (Bud) and Barb Reinhart