



To whom it may concern:

At FireWise, we draw on our collective experience to understand the needs of our clients and to provide realistic and implementable solutions in all aspects of fire protection, operations and governance. FireWise was founded on the principle that decision-makers sometimes need an external resource that can provide dependable and fact-based options and solutions for the delivery of fire management and fire prevention services. To that end, FireWise has pulled together a diverse team of experts to meet our clients' specific requirements.

We contracted Lead Generators International (LGI) to set appointments for our team to meet with fire chiefs, deputy fire chiefs, and fire trainers across Canada to discuss our online training courses.

The test pilot of 1700 dials is now complete and the results are outstanding. Our team attended 128 appointments (approximately one for every 13 dials made), 90% of which we rated good to very good in terms of lead qualification and interest in our online training courses. I should mention that the prospects had no financial incentive to meet with us; they were not offered gift cards or paid lunches, and the courses discussed with them are not free.

Even though the volume of appointments was substantial, we also wanted our brand represented at the highest level. Our LGI Calling Specialists were based in North America and had impeccable English and communication skills. They were friendly, non-aggressive, professional, charismatic, and knowledgeable at all times.

The LGI management team supporting the LGI calling team were equally impressive. All senior-level expertise exceeded our expectations in all critical areas, including responsiveness, professionalism, scripting, list building, reporting, and execution.

In summary, we are looking forward to working with LGI in the future, and we encourage any company looking for tangible results to contract with LGI.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Turley", written in a cursive style.

Julie Turley
Manager, Administration & Student Services
FireWise