

April 16, 2025

To Whom It May Concern:

RE: Endorsement of Holly Neuman and Fresh Eggs Website Design Services

I am writing this letter to enthusiastically recommend Holly Neuman and her company, Fresh Eggs, for website design services. As the Marketing Director for our estate planning law firm, I have worked with several web designers over the years, and our experience with Holly and her team has been exceptional.

Before working with Fresh Eggs, we struggled to find a web design partner who truly understood our unique position in the estate planning field. We first attempted to design our website ourselves, then worked with Marketing360 who failed to grasp what made our firm distinctive. Later, we hired an expensive developer who essentially reproduced what we already had. These experiences left us frustrated and searching for a better solution.

Holly Neuman and her copywriter Betty were truly a breath of fresh air. What sets Holly apart is her structured approach to understanding our firm's identity and values. Rather than applying a generic template, Holly and Betty invested time to learn about our practice, resulting in copy authentically representing our core values and mission.

Holly's project management skills are exceptional. She implemented a highly effective process with weekly meetings and clear, specific guidance on what needed to be accomplished each week. This structured approach kept our project moving forward and on schedule, eliminating the delays and uncertainty we had experienced with previous developers.

We particularly appreciated Holly's recommendation to use professional photography of our team in our actual office rather than stock photos, which has significantly enhanced the authentic feel of our website. Additionally, Holly seamlessly integrated our CRM system and monthly webinar functionality into the website, creating a cohesive digital presence working flawlessly for both our team and our clients.

If you're looking for a web designer who will take the time to understand your unique business, manage your project professionally, and deliver a website truly representing who you are, I give Holly Neuman and Fresh Eggs my highest recommendation. Their attention to detail, commitment to authentic representation, and technical expertise have transformed our online presence.

Sincerely,



Robert Goldberg