



**2451 Cumberland Parkway  
Suite 3505  
Atlanta GA 30339**

Kevin Ames  
4514 Chamblee Dunwoody Road  
Unit 466  
Atlanta, GA 30338

Dear Mr. Ames,

Attracting clients in my business depends on being able to tell the story of what I can do for them. The adage of a picture is worth a thousand words is not a cliché; it's the essence of describing my value to clients. The quality of the photo is a reflection on the quality of my work. When I complete a project, there usually isn't much time to get photos of the finished work because the client wants to move back into their home.

I had that problem with a major renovation. The client was scheduled to move and I had a two day window before the boxes showed up. You and I scheduled a morning to accomplish the shoot and when I got to the house, you were already set up and ready to start. The entire shoot took only three hours and when I left - as you were finishing up - I was confident that you had captured the project as I wanted.

The result is that I have the pictures that show the transformation of the house. I can tell the story and show future clients the renovation of a simple two bedroom post war house into a one of a kind unique living space that is exactly what my client wanted. The pictures are bright and capture the intent of the design. I can use them to describe the process and get the "wow - I can have that" response from future clients.

Thank you for the fantastic photos!

Best regards,

Mike Smith