January 7, 2022

David Edmonson
President
variux

To Whom It May Concern:

I'm writing this letter as an endorsement for David Edmonson. I've worked with David Edmonson now for nearly 10 years, ever since David cold-called my company to see if we needed help with website development.

What David provides to every project is a feeling of calm. Website development can be a very frustrating and scary project because the people hiring the services don't necessarily understand how it is done and what is being done. It requires a lot of blind trust when hiring a website developer.

David leads the variux team to help companies plan or fix their online stores, enabling them to run better and stronger with less friction.

We have hired David's team, variux (https://www.variux.com/), for more than 20 projects. Additionally, I have referred David to many more colleagues. When I hear the words e-commerce, online store, or ERP, my ears perk up and I ask questions to see if this project would be one where David would add value to this client.

Yesterday, I was in a meeting with a client who sells packaging materials. They were telling me about getting ready to launch an e-commerce store to sell their products: hundreds of boxes, poly bags, plastic wrapping, shipping materials, etc. They were discussing how this is the cornerstone of the future of their business and how important it is.

They told me the name of the company doing their development work and I had not heard of them. They were an ERP specialist and worked with Sage. I did some research, and I've learned that these companies aren't website companies, they are ERP integrators, and they throw in a website. And it often doesn't work. A website for e-commerce is incredibly complex and takes a lot of time—like a thousand hours—to build appropriately.

Whenever I make a connection for David, I know he will always do quality work. And I know he will be honest with them. If he can help them, he will let them know how his services can benefit their business. And if he can't help them, he will let them know that and not waste anyone's time or money.

You will be in good hands if you engage with David Edmonson. After working with website developers since 1997, I've worked with a lot of them. And David Edmonson gets 5 stars from me.

Sincerely,

Kriston Sellier