

Jeff Bartholomew
Everest Business Coaching
928 Hyacinth Lane
Peachtree City, GA 30269

January 20, 2022

Re: David Edmonson
Variux

To whom it may concern,

I have personally been acquainted with David Edmonson for 4-years. Over that time, I have come to know David on both a personal and professional level.

David has been a paying client of mine for 3-years and I have gotten to know how he thinks about his business and his clients. David's business is a complex one that is based on technology that most people don't fully understand. David has a gift of dealing with the art & science of ecommerce. On the science-side, he clearly has the intellect to solve and deliver a highly functional ecommerce site. But his greatest strength may be his ability on the art-side. That is, the ability to describe in easy-to-understand language how ecommerce works and how his solutions will help his clients monetize their products.

Variux has a very strong team of people dedicated to creating amazing ecommerce sites. His development team is top-notch, and his project management group is committed to exceeding their client's expectations. One of the most impressive things about working with Variux is that they actually take ideas to their clients on how to grow their business. They share ideas on how to increase sales and profits by using the experience they have gained in working with other clients.

I see David and his team less like a vendor and more like a partner who is vested in improving the businesses he works with and serves. Their ability to creatively solve problems and create opportunities for their clients makes Variux my go-to ecommerce partner.

I whole-heartedly recommend David Edmonson and Variux for every client wanting to grow their business through ecommerce!

Sincerely,

Jeff Bartholomew

