



# Lundquist Jewelry

EST. 1939

625 4TH AVENUE SOUTH ♦ SUITE 170 ♦ MINNEAPOLIS, MINNESOTA 55415

(612) 332-7978 ♦ FAX (612) 332-5607

lundquistjewelry@integraonline.com

February 17, 2007

Charles Frey & Company Inc.  
1092 Johnnie Dodds Blvd.  
Mt Pleasant, SC 29464

Dear Chuck,

The decision to close our 68-year-old retail store was not an easy one, hiring a consultant to help us was even harder. We had heard all the horror stories about having to sell someone else's low quality inventory, using borax advertising and having to put up with an outside representative that didn't meet the standards of our upscale operation.

None of those horror stories came true with your firm.

You built a Customized Sales Event to meet our specific needs, and those needs weren't easy. Your creative approach allowed us to enjoy a Going Out of Business Response without ever saying it. What a response it was too, over a year's volume in just under 100 days. Amazing! The program you constructed will allow us to transition from a "six-day-a-week" retail store to a "by-appointment-boutique". The best part was it was all our goods or our regular vendor's goods that sold during the sale. You even helped us get the most out of our loose color and unfinished semi-mounts. Barb and I can sleep knowing our customers were treated right, and I thank you for the fair way your firm commissioned special order sales.

Your supervisor, Frank, treated our store as if it was his own, and our customers the same way. Frank was never pushy and fit right in with our staff. He was a true professional and a decent human being.

I highly recommend Charles Frey & Company Inc. to any jeweler considering a Sale Event for whatever reason. Straight talk and honest business, they do what they say, and say what they do.

Sincerely,

Dick & Barb Lundquist