

Rogers, AR 72756

May 10, 2014

Jimmy Russell
Sideco Inc.
15102 Cedar Heights Road
North Little Rock, Arkansas 72118-1290

Dear Jimmy,

After spending weeks trying to find a reputable contractor, I finally checked the James Hardie website looking for an individual or company who would apply Hardie siding within the standards set by the manufacturer. There was only one company listed, Sideco. When I saw that your company was located in North Little Rock, I thought that I would not be able to afford the travel expenses added on to the cost of the job. Unlike other contractors, you were here within a few days with a portfolio filled with photos of the process, photos of past jobs, a bid and a contract. You also assured us that there were no added travel expenses. To say that the price took my breath away is an understatement. However, I have paid big prices for substandard work and I wanted no more of that.

When I meet the team of craftsmen (that is truly what they are) at noon on the first day of the job, they were as enthusiastic as you about their work. I relaxed a little more. However, by the end of the day, I couldn't close my mouth! After removing the gutters, lights, and trim, they had the majority of the house covered with Hardie wrap. I knew each person's role by the end of the week. I have never seen a group of people work so well together. They were courteous, friendly, and respectful while being focused on the job at hand. There is only one word to describe Richard.....awesome! Not only did he keep the job running smoothly, he was working with the crew. He kept us informed and gave us options when a change was needed. John, Greg, Stick, Daniel, Austin, Johnny, Simon and Shorty were amazing! Stick and Daniel did a fantastic job repairing the roof and installing the skylights. Stick and John are now experts at installing solar powered shades on skylights, as well!! My daughter and John encouraged me to add new lights. I am so thankful for that. John is masterful at adding the extra touches. Greg was meticulous when it came to attaching the siding. Every measurement was exact adding clean lines to the overall look of the house. I can honestly say that I have never seen a

more diligent, talented, conscientious groups of individuals. Their work ethic can't be matched. Our home could not have looked better when the first owners moved in.

As my home began to transform into a structure that I could proudly show, I truly understood the concept of your company. You and your talented employees have the same beliefs and values. One of my favorite words is congruent and that word describes your company. What you and your employees say is what you do. I was thrilled to see that this trait still exists because, honestly, I had begun to doubt that it does.

On another note, Alison and I have spoken. She is going to have to determine if she plans to stay at her current address before adding new siding. She needs it but has spent a great deal on the interior of her home and doesn't want to put more into her home than it is worth. We truly understand the reason for the cost. In my opinion, the guys couldn't earn what they are worth no matter what they are paid. When we need roofing and the deck falls in, we will be contacting you. I would love to have Richard design and build a deck for us.

Thank you again for everything. I only bake for those special to me and usually once per year. Tell the guys that should give them an indication of their standing with me. I hope that you will stop by in the future to see the awesome work these guys did. I will send photos soon. I am sorry that I didn't get to see you on Wednesday.

Sincerely,

Janis Mays