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December 13, 2017

To Whom It May Concern,

I am writing this letter as a client of The Merchant Strategy, Inc. and to recommend Sharon and her team to any potential client. As President and COO of Lutheran Services Florida we engaged TMS to help us develop and fund our charter school in Belle Glade Florida. Belle Glade is the poorest community in the State of Florida and one of the poorest in the entire country. We need marketing assistance, fundraising, government relations, and general strategy to get us off the ground. The Merchant Strategy team worked hard and efficiently to help us recruit students, attract 2 separate foundation grants, negotiate with the local zoning and building entities, and introduce us to the right people throughout Palm Beach County.

The Merchant Strategy went all in with us even though we were a small client with a very unique need. Over the course of our engagement I saw that this is how The Merchant Strategy team works with every client. I can confidently assure that The Merchant Strategy team will dig in, learn what they may not know and develop specific strategies to help their clients.

I recommend The Merchant Strategy enthusiastically and without any reservation. Please feel free to contact me if I can be of further assistance.

Sincerely,

A handwritten signature in black ink, appearing to read "Chris Card", written over a horizontal line.

Chris Card, PhD  
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