



April 27, 2015

The Merchant Strategy, Inc.
1804 N Dixie Highway, Suite B
West Palm Beach, FL 33407

Re: Letter of Recommendation

Dear Sharon,

It is with great honor that I recommend The Merchant Strategy, Inc. (TMS). When ARI was a newly formed small business, Sharon and Laura guided me through the realm of SBE Certification, Office of Supplier Diversity as well as introductions to leaders and key decision makers.

With this guidance, ARI has secured valuable contracts providing multiple services locally and throughout the State of Florida. From trade shows and vendor fairs to proposal writing and introductions, TMS has continued to deliver measurable, outstanding results.

Sharon, Laura and the TMS team continue to counsel and advise as we grow. Their direction is targeted and specific. This is an appreciated approach as it streamlines the activities guaranteed to maximize success and quickly identify and overcome any challenges.

I recommend The Merchant Strategy when results really matter.

Sincerely,

Melissa L. Nash

Melissa L. Nash
President / CEO