



Tom Eleazer

Vice President – Marketing & Research

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5/17/2004 1:17 PM

RE: C.A. TODARO ENVISIONS

CC:

Florida Leisure Communities has utilized C. A. Todaro for approximately two years to conceive and implement our model home presentations for three communities in Central Florida. To date, Mr. Todaro has assisted us with approximately 20 model homes for markets ranging from entry level young professionals to empty-nesters and retirees. His work has been exceptional in every case and has been instrumental in dramatically increasing the sale of homes and profitability from options for our company.

For example, prior to Mr. Todaro reworking model homes for our firm's Carillon Lakes community in Lakeland, our normal sales rate varied between six and eight units per month. Over the past year, our sales rate has climbed to approximately 20 units per month. While not all of this increase can be attributed to model presentation, we believe that we have been able to strategically expand our market by increasing the perception of value which our homes offer. Mr. Todaro's cost effective model merchandising techniques were key to the success of this strategy.

We have found Mr. Todaro uniquely sensitive to the needs and budget concerns of the builder. He consistently works to give us as much "bang for the buck" as possible, while always staying within established budgets, some of which have been very modest. He also understands each homeowner market niche and adapts his styling to hit the hot buttons of these individual markets.

He works well at keeping us informed of schedules and is constantly suggesting ways to make our homes more marketable and appealing. In addition, he has worked to showcase options that have resulted in a tremendous increase in very profitable option selections by our customers.

We would highly recommend Tony to other builders and developers who need cost effective and impactful merchandising of their homes. In addition, he is excellent in providing graphics and creative concepts for sales center displays and collateral materials, giving him high overall marketing value to any builder who would employ him and his company.

Sincerely yours,

A handwritten signature in black ink, appearing to read 'T. H. Eleazer', written in a cursive style.

Thomas H. Eleazer
Vice President-Marketing