**Wekiva Village HOA**

**Apopka, FL**

October 1, 2016

To Whom It May Concern

As a former senior military officer, a former vice President for Lockheed Martin and after eight years as the President of a Homeowners Association I have dealt with numerous contractors, sub-contractors, vendors and sales representatives. One of the best I have come across is Rod Ruth. He has all the qualities to represent his company well while he makes the customer happy.

I first met Rod about eight years ago when he was a senior representative for a local commercial painting contractor and I was the President of a HOA seeking a paint contractor for a large painting contract for our Community. Rod is a unique individual:

Technical Competence. He was highly knowledgeable and able to discuss in clear, concise detail paint specifications, methods of paint application, paint preparation, building surface repairs, etc. with an impressive depth. He made the customer comfortable that he was getting the straight scoop. Not many are so capable.

Business Competence. Rod was equally capable of negotiating the business aspects of a very complicated contract. Again he well represented his company but was sensitive to the customers’ needs and desires. I have been negotiating contracts for over 30 years and he is as good as I have seen. We completed negotiating a complicated 40-page contract in a couple of hours.

People Skills. After Rod won the competition for our business and work started Rod was constantly on-site to serve as an interface between the customer and the work crews. He was determined to have a completely satisfied customer and he was successful. Particularly noticeable was his interface with the work crews. They respected him and seemed to like him. While serving as the customer/work crew interface he had frequent contact with a number of our homeowners. After the job was finished I received a sizable number of complements concerning Rod from members of our Association.

I am happy to say that Rod’s performance a little over 8 years ago was not a one-time shot. Earlier this year we again conducted a competition to select a paint contractor and again, representing his company, Rod won the competition. Rod and company again flawlessly performed on their contract and we were again completely satisfied.

I now consider Rod to be a friend and would be pleased to respond to any requests for comments and/or recommendations concerning Rod Ruth.

Sincerely,

James F. Bodine

President, Wekiva Village HOA

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