

Mr. xxx
Director of Services Retirement Community ABC
xxxx Avenue
Madison, WI xxxxx

January 30, 2014

Dear Mr. xxx:

In the weeks and months to come, you will hear the name ***Retirement Community Solutions*** mentioned by executives and administrators of the Iowa Association of Aging (IAA). After carefully reviewing our product, the IAA has selected our company as its preferred provider of web site solutions.

What are web site solutions? They are the applications which transform a static site into an exciting tool to be used by customers, residents and staff for accessing, moving and managing information. At Retirement Community Solutions, we create website solutions designed to help retirement communities:

- Attract future residents
- Improve operational efficiency
- Remain flexible*

We're all about creating solutions for retirement communities... and that means getting to know our clients. To give you a better idea of the solutions we can create for your retirement community, we will call you shortly to set-up a time to meet in person or walk you through our online demo. Until then, we invite you to read about some of our solutions online at www.RetirementCommunitySolutions.com.

Please remember, that as an IAA member, you are entitled to a 25% discount on all of our services. And to commemorate our new relationship with the IAA, we're offering an additional 10% discount on set-up fees, from now until May 15th. Please feel free to contact me at any time, with any questions.

Thank you for taking the time to learn about us. We hope to meet you at the upcoming conference in May, if not before!

Sincerely,

Syed Azam
Executive Director
Retirement Community Solutions
515-xxx-xxxx

**(New features can be added on at any time, to meet your community's needs as they change over time)*