



LETTER OF RECOMMENDATION AND APPRECIATION

To whom it may concern:

I met Ariela just a couple of months ago, quite by chance. That serendipitous meeting has turned into a highly valued relationship.

As a new business owner, I had a vision for my company. The vision was to create a path for others to follow to empower others to be the best version of themselves, and reap the benefits of business ownership.

Ariela without doubt has been the driving force in helping me along the path to make this happen. Licensing was an area of which I had little knowledge, but I did know that Franchising was not an avenue I wanted to pursue. In my opinion, Franchising fails to empower business owners to make their own decisions and poses too many conditions to be a viable option for many.

Ariela possesses the rare combination of true expertise amassed over years of experience, and the ability to tailor that expertise to her clients needs. For me, having spent years in the Corporate world, (primarily outside the U.S.,) her knowledge has been absolutely invaluable. Not only has she encouraged and motivated me into producing quality licensing documentation, but she has also provided amazing insights into how to market to the American public.

Ariela's licensing program is structured and methodical. With her extensive background as a literary agent, she has an uncanny ability to assess the written word and structure writing to maximize its impact. Using her incredible business acumen and professional guidance I am confident to take the final few steps to turn my vision into a reality.

Without hesitation I recommend Ariela's services. She goes above and beyond expectations with her wisdom, authentic knowledge, and genuine insight. I'm certain that she positively impacts all those who cross her path with an open mind and a desire to succeed.

My sincere thanks Ariela! I would be more than happy for you to use me as a reference for any of your future clients. As we sign off on the Licensing Program this week, I hope this also marks the beginning of an ongoing friendship.

Nikki Kay,
Founder & CEO, Elite Teepees, LLC
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