



**Date:** 07/23/2015

**Grocery Store:** Pavilions  
**Customer:** Patrick McKenna  
**Business:** Palisades Funding  
**Address:** 9595 Wilshire Blvd., Ste. 801, Beverly Hills, CA 90212 -  
**Phone:** (310) 869-9014

**Comments:**

Thank you for a great first year with the Cartvertising branding program. In addition to renewing my current position I just added a second to expand my reach. I hear clients say they saw me on the carts all the time and I know if my current clients are seeing it so are my new potential clients. Even though you told me it's very difficult to track, I know I started receiving more calls right away. By the third month I was averaging three to five more calls per month and my ad literally paid for itself within the first 2 months! A funny story to share... I was standing in line behind a mother and child. The kid was about 4 and kept staring at me. He got his mom's attention and pointed at me, "Mommy, that man is famous!" The mom turned to look at me and smiled, pointed to the shopping carts and shrugged. We both had a chuckle about it. You can bet she'll remember me! I look forward to another year of stellar growth, helped in part by you and Cartvertising.

**Signature:** Patrick McKenna

A business card for Palisades Funding. On the left is a black and white headshot of Patrick McKenna, a man with glasses wearing a suit and tie. To the right of the photo is the Palisades Funding logo, which consists of a blue stylized 'P' icon followed by the text 'Palisades Funding'. Below the logo is the tagline 'Jumbo and Construction Loans Made Easy!' in blue. At the bottom, a blue banner contains the name 'Patrick McKenna' in white, followed by 'BRE# 01236229 • NMLS# 154130' in small white text, the phone number '310 869 9014' in large white text, and the email 'patrick@palisadesfunding.com' in small white text.