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To Whom it May Concern,

As you may be considering participation in Collector Car Guide (CCG), I wanted to share my experiences with this publication in print and online as well as its publisher, Rob Parr.

I recall that Rob initially contacted me back in 2020 when he first started the printed and online directories. While he was professional and seemed strongly driven to publish his resource to benefit the collector car community, I have to admit I was very skeptical. By nature, up until this point, I never considered advertising, as my business had been successful through word-of-mouth for many years.

So I did not participate the first and second issues of CCG, but Rob had dropped off copies for our staff and clients. Despite the fact that we do not have many visitors in our office, I was surprised and impressed that our clients and prospects picked up these copies and enjoyed them.

Based on this positive observation of the publication, in 2022, we started out with a bold listing and upsized to a display ad in 2023. I should mention that I personally answer and track all calls coming in- I always ask the prospect how they heard about us! The first customer that called brought in a '32 Ford hotrod coupe that was in a rollover accident. Since then we have had several jobs and many calls (too numerous to mention) with work scheduled as a direct result of our ad.

But as the calls that were coming in and the jobs were performed (or scheduled for a future date), I discovered my best impression of CCG- its audience consists of the ideal customers and prospects that we have always sought after. They seek high caliber restorations and have the budget to back it up. It's a pleasure to work with quality clients that appreciate our work while at the same time we can turn away work we prefer not to fulfill just to pay the bills.

Finally, the fact that CCG screens its advertisers helps to ensure that its readers will have positive experiences with service providers, builds confidence in its brand. Not only was I impressed that Rob has been a "car guy" for decades like us, but unlike most people in publishing or even in general sales, he demonstrates interest in my success over making profit for his business!

Feel free to call me if you have questions about my experiences with CCG or the work we do.

Sincerely,

Mark Gregory, owner, East Coast Restorations LLC, www.EastCoastRestorationsofMD.com