



To Whom It May Concern:

This reference letter is my official recommendation for NexGen Consultants, specifically Keith Watters, Matt Mountain, Randy Davis and Greg Hart as Salesforce.com consultants where they assisted us with our implementation of Salesforce Sales Cloud for 200+ users.

EBTH is a full-service estate sale business with a strong focus on driving awareness through the web. Our team combines the dedicated services of an estate agent with an online auction site for individuals who are selling inherited household items or collections which include furniture, jewelry, art, coins, cars, collectibles, etc. Our business challenge prior to this implementation was not having a scalable CRM platform in place for launching new business initiatives and sales events to track lead, account and contact data while measuring sales activity and our opportunity pipeline. More so, we had a sizeable and large gap, due to our operating complexities, with forecasting incoming sale opportunities which limited our ability to calculate incoming revenue effectively.

The value of the solution built by NexGen for our team was to measure, quantify and qualify lead and sales opportunities as we continue to grow as a business while minimizing the gap of forecasting incoming revenue. Additionally, our team worked extensively with NexGen on building out a real time, bi-directional, data integration with our Admin platform which houses client, item and inventory data.

NexGen was extremely proficient, diligent and analytical on gathering requirements while interpreting these requests to build an effective solution for our team. Most importantly to us, they always indicated practical applications through best practices, third party applications, standard configuration and industry recommendations as their work for our organization was pivotal for future revenue generation.

As part of our implementation, the NexGen team completed the following items as part of our engagement:

- Account/Contact Configuration
- Lead Enhancements
- Pipeline Analysis & Revenue Forecasting
- Business Analysis and Process Reviews for Sales, Service and Marketing Activities
- Opportunity Management & Configuration of Record Types
- Full Data Migration from Nutshell
- Implemented a robust Data Visibility Model
- Report, Dashboard & Analytics Development
- Utilized Workflow Automation

NexGen has been an exceptional partner in leading us on our Salesforce journey to design and implement Salesforce for driving value with our team and ensuring user adoption. Their expertise to deploy an efficient data model, best practices and technical expertise, has given us the ability to be

productive and efficient as we continue to grow as a business. Their team was responsive, experienced and pleasant as we are delighted to have had NexGen as our Salesforce implementation partner.

Please let this referral letter serve as a commendation for any company considering NexGen as a Salesforce partner!

Sincerely,

A handwritten signature in black ink, appearing to read 'David Pearce', with a stylized, cursive script.

David Pearce,  
Product Manager