

Romey Romero

To: Rosie Romero
Subject: RE: Sanderson Ford

From: Angel, Nathan
Sent: Friday, July 10, 2015 1:59 PM
To: Rosie Romero
Subject: Sanderson Ford

Rosie,
You have obviously heard the story from me about my experience with Sanderson Ford and had me recount it quickly for that on air spot a couple of weeks ago which was really cool and fun by the way but I wanted to send you something officially so you could have it send to anyone that wanted a recommendation.

We were in the market for a new SUV for my wife and really thought about a new style Explorer. We started our internet research with just a few parameters which included being a red one. We settled on several late model used ones in the market to look at including one at Sanderson which I reached out to Rosie for the a salesman recommendation and he gave me Jason Lopez's information. We decided to visit a another Ford dealer first since their Explorer was a Limited with all of the bells and whistles. We had a good test drive and liked the vehicle which was a 2013 with 40K miles. They worked up a deal with was ok. We were honest and said we wanted to check the one at Sanderson the next day. They asked if they could call and we said ok.

We got to Sanderson and did the test drive without Jason. Told him we liked the car. We got to chatting and really liked his approach. He took great care of us and then presented the deal. He smoked the Ford competitor on a 2014 Red Explorer with only 21K miles on it. It was not a Limited but had everything we really needed. The interest rate alone was already over 10% lower than the competitor offered plus a better overall price so we accepted the deal. In the end Jason felt he could get the interest rate even lower if we gave him which he did! He didn't need to do the extra work but we were so appreciative that he did that I knew I would be referring people to him and Sanderson if I was given the opportunity.

I have been already given that opportunity to refer twice within a month of our purchase. One of my sales reps, Brian Huhta, needed a new truck after his was totaled. He was leary about Sanderson since he purchased his last one there and was not happy with his last sales person. I convinced him to go see Jason which he did that night an bought a truck on the spot. He too is very ecstatic about the professionalism and service from Jason. He is in an F-150 loaded for less money and miles then his other truck. Finally, I referred my Mother-in-law and her husband and they drove from North Scottsdale to Sanderson to see Jason and bought an Explorer as well on the spot.

Great partnership you have there and truly shows the effectiveness of the ROTH Certified Partner Program. Happy to do a Sanderson commercial anytime.

Thanks,
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