



10/6/2018

To Whom it may concern,

I am writing in regards to Jeff Rossignol, Marketing Director for Records Management Solutions since June of 2015. At the end of 2013 RMS purchased a small shredding company out of Baltimore to grow our business. In doing so we inherited their marketing firm (Highforge Solutions) out of Florida. I was told nothing but good things, and seemed impressed with the growth that the company I was buying had enjoyed, so I retained them. Six months in I was constantly questioning why I was not getting the same results that the previous company said they had. After not much difference in results after one year, I decided to hire someone that worked in house for RMS. This was Jeff. He quickly went to work and started analyzing all the things that Highforge had in place and we quickly starting discovering that they were not doing some of the things they said they were doing. Jeff cleaned this up and set up our SEO plan and Google ad words and Facebook ads geared to our customers. At the time of his hire RMS was doing approximately \$600K per year in revenue. We were able to grow that to over \$900K by the end of 2017*. That is a 50% growth factor in a year and a half. RMS does not employ outside sales representatives, and though we did have some organic growth and referrals in that time frame, Jeff was a big part of our growth spurt. (* in 2018 we are on pace to bring in \$1,000,000 in revenue.)

Jeff has a strong understanding of SEO work and using Google Ads. He set up ad campaigns targeting different markets RMS was in (DC, Baltimore, N. VA.) as well as different services that we provide (Hard Drive and Media Destruction, Recurring Paper Shredding, One time clean out of paper, residential shredding) and would constantly fine tune the campaigns based on data and results. As of this writing we had climbed the ranks in our industry and for the Baltimore Washington area we ranked ahead of our national competitors Iron Mountain, Shred-It and Pro-Shred in the google rankings.

The fruits of these efforts has led the world's largest records management company Iron Mountain to make an offer and purchase RMS.

With all that being said, I would highly recommend Jeff and his marketing company Capwise for any company looking for marketing help. Large or small Jeff has the knowledge and background to help grow your business. In fact, I have another small internet start up company that is getting under way and Jeff is heavily involved in the marketing of that company. Please feel free to reach out to me if you have any questions in regards to Jeff Rossignol's qualifications.

Regards,

Jim Scott

President/ Owner Records Management Solutions

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