



Donald C. Sawyer,
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7/15/2013

Don, I am writing this note to you to clearly communicate to you how much my brother and I appreciate the efforts of Generational Equity (GE), and particularly Loren Schmerler. When we started the process of selling First Water, we were clear on two things. It would take a while and mean a lot of work. We just didn't realize how long it would take or the amount of work needed to complete a sale. GE started the process with us, and set the foundation for success. GE was able to steer us in the right direction.

Probably the best thing GE did for us was set us up with Loren. What a wild ride! Throughout the entire process, Loren was a pillar for us. His coaching, professionalism, and expertise was invaluable. He was patient with my brother and me, newbies to the buy/sell process regarding companies. He always rode the fence with us, ensuring the best for GE, First Water and the purchasers. He had our back in several instances. Loren is a tremendous asset to GE, and you should be proud that you have such a professional individual representing you in Atlanta.

Sincerely,

Stephen R. Flaim

Stephen R. Flaim
President