



200 Fourth Avenue NW
Calgary AB T2N 0N3
(403) 555-7524

March 31, 2004

Laurie Pinkus
Project Engineer
Everest Construction
Ottawa ON
K6R 9U1

Dear Ms. Pinkus:

Summarizes results of a meeting and addresses the client's problem.

When we spoke at the Environment and Construction Conference last week in Toronto, you mentioned that Everest is looking for a laboratory to conduct soil analysis for a construction site. Furthermore, a satisfactory analysis is required for a city residential building permit. As a leader in soil analysis and clean up technology, M&K can help.

Client problem: you cannot build without soil analysis.

M&K saw years ago that old factory sites were attractive areas for building centrally located homes. However, the soils in these areas were often too toxic for residential buildings. Local officials rightly responded with setting soil standards that ensured future residents' safety. These standards have to be met before any foundation can be laid. The work involved usually included gathering soil samples, analyzing their contents by type and quantity, and cleaning up the soil, if necessary. It was a time-consuming, expensive problem that delayed projects by almost a year in some cases.

Solution: you can do the analysis and clean up, if necessary. Focus is on quality and experience, not price.

To address this problem, M&K offers a full-service soil sampling, analysis, and clean up service. We work with you to determine what needs to be done and how it should be done. Our engineers become a part of your team to make sure that we know what pollutants are in the soil. Then they use the latest technology to satisfy local officials that the soil is safe on which to build. Our reputation makes us the most trusted company in the field by contractors and municipal officials.

Conclusion: reader left with a crucial point to remember (trusted by municipal officials). Also, note the offer to call the potential client first.

I have enclosed an information package outlining the features and benefits of conducting your soil work with M&K. Please take a close look at how we can get you started on the right path. I will call you next week to address any questions you might have and when we can meet to discuss your soil issues further.

Sincerely,

Brian Campbell

Brian Campbell
M&K Engineering Division

BC/fc