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To whom it may concern:

From 1998 through 2003, I was the Vice President of Sales and Marketing for the North Central Region of Ryland Homes. In June of 2002, Ryland began to search for a consultant after the acquisition of a complicated CRM system that would affect every department in the company. Our immediate need was assistance in the sales and marketing departments. Before any additional new home sales could occur, we needed:

- System integration
- Training
- Trouble shooting after initial implementation and data download

The position included 95% travel, as the divisions of Ryland within the North Central Region include Twin Cities, Indiana, Ohio Valley, Chicago, Baltimore, Washington DC, Dallas, Houston, Austin, and San Antonio. After interviewing many consultants, I was immediately struck by Tom's confidence and professionalism. He was very articulate, very experienced, and was the only applicant who made me feel that he could move this project from start to finish. Tom knew the answers to questions that we didn't even know to ask.

Tom immediately began by researching Ryland's pre/post implementation business processes. He visited several divisions already live on our new system and conducted a feasibility analysis. Tom wrote a detailed report on his findings inclusive of recommendations for software change and processes change. From the result of his findings, it was decided that the project would be put on hold until many of Tom's recommendations were made. Also, perhaps Tom's greatest impact on the project was his suggestion to change project ownership from 100% IT to include a committee of 50% sales executives. As such, he was promptly invited to participate in all special committees that were formed to enhance the system as well.

Tom was not directly responsible for the implementation of the system, but insisted that he be completely abreast of every aspect of the project. He knew this would help him be productive as he worked with the various departments that he was going to be responsible for. Tom's knowledge of live, web-based systems and all of the hardware related to them also made him a huge asset to each of the satellite offices that were to be integrated into the new system.

Without any guidance from Ryland, Tom developed a 1-week training seminar that he began to deliver to all the divisions within Ryland's North Central Region. As he was very focused on his own accountability, he developed his own post-seminar survey to ensure that each individual had a good to excellent user knowledge of the system. If there was any individual who did not have such knowledge, he would spend additional one-on-one time with those people to bring them up to speed. He became a celebrity of sorts among the troops with his excellent teaching skills and dynamic personality. Other departments within Ryland soon heard of Tom Colby and began to call my office to request his training and support. Tom's weekly progress reports kept me totally abreast of his activities in the field.

Tom's recent focus is to assist the management team in getting the most out of the new system. His number one focus has always been to maximize the system's ability to generate high profitability via sales and marketing of new homes. I would highly recommend Tom to any company looking for a solution to their computer related projects. His ability to sort through even the most complex systems and simplify the steps for the employees is remarkable. This is an individual who is not satisfied with "status quo" type work. He is a perfectionist and a joy to work with.

Sincerely,



Connie Anesi