



To Whom This May Concern,

I had worked with Tom Colby while employed at Ryland Homes for almost thirteen years while he held such positions as Consultant, Region Project Manager and lastly, while he was National Director of Business Process Improvement and Integration. I, myself, have held several positions during my tenure at Ryland, such as Division Sales Manager, VP Sales & Marketing and at this time of writing, I am the Internet Sales Director for CalAtlantic Group, Inc., formerly Ryland Homes.

Tom was without a doubt the product expert for our Microsoft Dynamics CRM, which we use for our customer database as well as where we house our Internet leads from various sources. He has been a tremendous help for me and my team in reference to educating us on the vast components on MS CRM, especially those functions that the every day user doesn't even know exists.

Perhaps most importantly, Tom was an advocate for the business. He was instrumental in understanding our business needs and he conveyed those needs to our internal IT group, often fighting to make the system better for the users at every turn.

Tom has a truly dynamic personality and is able to maintain both his composure and his sense of humor even under the most stressful times. At the end of the day, Tom is a Powerhouse when it comes to getting business done, sometimes against all odds. I cannot recommend him enough for any position that bridges the gap of technology and business.

Sincerely.

SAYLOR R. R. STAM

Internet Sales Director

CalAtlantic Group, Inc.

Continuing the legacies of Ryland and Standard Pacific

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