

## Sales Letter

**Industry:** Veterinary Practice Management & Financial Services

**Company:** DVM Management, Inc.



<Letterhead>

<Name>  
<Address>  
<City>, <State> <Zip>

<Month> <day>, 2007

Dear <Name>:

This year marks the 38<sup>th</sup> anniversary of my steadfast commitment to veterinarians. Since 1969, I have been privileged to help hundreds of veterinarians achieve remarkable success not only in business but also in their quality of life. My unwavering dedication to this mission has made DVM Management the largest and most long-standing firms serving California veterinarians. As a former client, your support was instrumental in DVM Management's growth.

It's been a while since I've had an opportunity to serve you, so you may not be aware of the exciting changes at DVM Management. I have enclosed a brochure to update you on our broad array of services including accounting, consulting, and wealth management services. While DVM's services have expanded and our look has changed, our sole purpose remains the same: helping veterinarians maximize their potential in business and life.

As we celebrate this significant milestone, I'd like to express my appreciation for your past business by offering a **complimentary benchmark analysis and consultation**. This will give you a concrete indication of where you and your practice stand in relation to your goals and what it will take to get there. My business partner, Gary Fox, CPA and I look forward to meeting with you soon!

Very truly yours,

Bob Hyman  
President, DVM Management, Inc.

P.S. It's easy to take advantage of your **complimentary benchmark analysis and consultation**. Simply send your 2006 personal and business tax returns to DVM Management or call (800) 851-9698.