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Mr. Ken Morton
Ken Morton Roofing and Siding
408 Ardmore Avenue
Pitman, NJ 08332

Ken,

I don't usually write letters, especially not ones like this, but I am compelled to tell you how pleased we are with the roof you installed at the beginning of this month.

I long have been of the opinion that a good man is worth his price. This also happens to be a Biblical principle. While the quip about judging a craftsman by the way he keeps his tools might be taken in jest, there is a ring of truth to it. That was your first good-impression point.

The manner in which you treat your employees tells the observant consumer that the job will be done with care. It is almost uncanny that your workers have a kind of brotherly respect for you, but watching them work with such attention to detail shows how true this is. That was your second good-impression point.

When a homeowner decides on the major expense of replacing a roof, it is his job to find the best product he can. GAF fits that category, as far as I am concerned. The roofer has little or no control over the quality of the product, but has all the control about the way it is used. Shoddy workmanship can ruin the highest-quality material. I believe that your crew could take the most inferior product and make it perform better than it was designed to do.

Passersby have commented about how strikingly attractive our house looks. The nosier neighbors—those who monitored the work as it progressed—mentioned that they were impressed by how neat and orderly our property was left after the job was done. My wife was stunned that your men took the time to cover and protect her flower beds. (By now you know that when momma's happy, everybody's happy.) They even put the flower pots back where they belonged!

I will heartily recommend your company to anybody who really cares about his property because you share his respect for it.

Now, if only your guys had mowed the lawn...

Blessings to you for prosperity and health.

Tom Wnorowski

P. S. – I am sending a copy of this to Keith Brown.