

July 5, 2005

Vaughan Siefert  
14815 Chain Lake Rd.  
Suite G  
Monroe, WA 98272

Dear Vaughan,

I fired my webmaster! After years of frustration with a variety of webmasters, I finally decided to "hire" one I could rely on – me! Every webmaster I have tried to use in the past was never able to communicate with me in terms I could understand. It was clear to me that they were more interested in showing me how smart they were, and not real interested in making my website do what I wanted it to do.

Then I found Efinity Technologies. Wow! Not only do I now have a website that looks and feels the way I want it, I get to make the changes and I get instant updates! I found using VSM Tools from Efinity Technologies to be intuitive, easy to use, and powerful. When I get an inspiration or have updated information, I no longer have to wait weeks (or never) for my webmaster to get around to making the change or the update. I just do it myself, and instantly the update is on my website! Plus, it is fun to actually see the changes take place right away, when the information is current.

I have become a "power user" with VSM Tools, even though I have never built or maintained a website before. I don't program in HTML or any other web language. I use ENGLISH as my programming language. Building new pages for my website is as easy as using a word processor.

I would recommend VSM Tools from Efinity Technologies for anyone wishing to take control of their website, and have the power and flexibility to control your own data, web image and timeliness of information. Do what I did – fire your webmaster! It feels good and you will never go back.

Sincerely,

Jay Fiske  
President  
Northwest Benefit Auctions, Inc.