



October 15, 2011

RE: Value Added Benefits from The Prescott Companies, Your Community Association Management Company

Dear Prescott Managed Community Members:

At this time that you are receiving your Association's new fiscal year budget, Prescott, your community association management company wishes to share with you two very exciting "value-added" benefits we offer exclusively to our customers as a "thank you" for allowing us to be of service to you.

Exclusive Discounts from Major Retailers: Through our parent company, Associa, we now offer you "Associa Advantage". By leveraging the purchasing power of our consortium of member management companies representing more than 4.5 million residents, we are able to negotiate exceptional savings on household goods and services commonly used by our customers, associations and employees. Simply by logging on to www.associaadvantage.com you can start saving significantly on a variety of goods and services, including carpeting, flooring, paint, light bulbs, Lowes and more! We promise you that if you utilize this exclusive benefit just a few times each year, the savings you receive will more than compensate for the cost of our professional services to your association...simply put, this one value added benefit, allows us to pay for ourselves while providing your community exceptional service!

Complimentary 24/7 Virtual Concierge Services: At Prescott, we understand that all of our customers' lives are busy and hectic at times. With one click of a button, Associerge can help ease your "to do" list every day, every week and every month of the year! From small tasks, such as picking up the dry cleaning and making dinner reservations, to larger tasks, like planning a vacation or arranging a party for your child's upcoming birthday, Associerge can take care of it.

At Prescott, we are not only committed to helping to make your Association a community you are proud to call "home", we are committed to helping every resident in the communities we serve simplify their lives while lowering their home and lifestyle costs, simply by accessing our website at www.associerge.com or calling our toll-free number (800) 560-9015.

On behalf of The Prescott Companies, we thank you for allowing our firm to represent you. It is our honor and privilege to be of service to you.

Warm Regards,

Cynthia K. Van Cleave

Cynthia Van Cleave, CEO
The Prescott Companies