

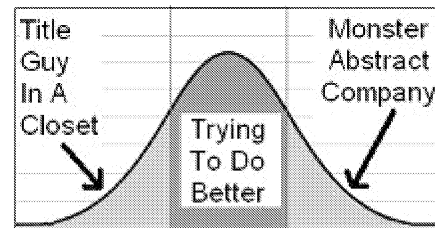
Your Title and Abstract Company
Attn: Management
Anytown, NY 12345

September 26, 2011

Hello,

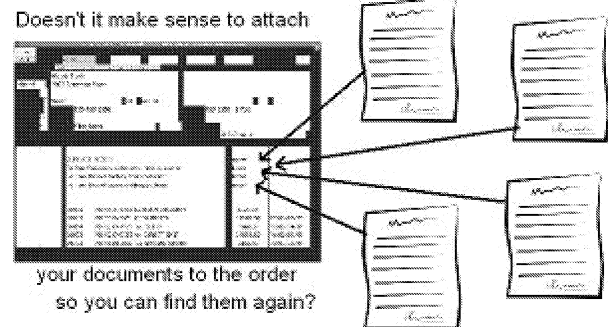
Maybe today's real estate forecast makes you want to crawl into a shell and hide. That's one response but there might be more useful things you could do. **This is the time to get prepared for better days.**

Our little title guy in a closet sticks with Word and Excel claiming to be "using computers". Title guy in a closet keeps word processing in My Documents and types and re-types dollar figures into various spreadsheets. His files are not shared and fax is still considered high-tech. This company is not ready to grow.



At the other end of the spectrum are monster abstract companies and they use scary and expensive custom systems. Monster companies are proud of their bloated system that took years to build and requires a dedicated staff to keep running. The custom monster system is oriented to management concerns and is not particularly enjoyed by employees or customers.

I help companies in the middle be more efficient and friendly. Perhaps you tried having a cousin who knows "lots about computers" build a system for you. After that failed, maybe you looked at some expensive software package that would take years to get running. Bad news - after all that effort your customers will fail to be impressed.



I offer a different approach. How would you like to have a database linking all those word processing documents to customer orders? For twenty years Giant has kept things simple so that anybody in the office can find things. Want high-tech? Your customers will delight when you have a website that let's them place orders and check order status anytime. You get fancy technology just like the big guys.

Giant uses cloud computing which means you are up and running quickly and get the ability to work from anywhere. The cost is \$50/month/user. Sound interesting? Call me at 716-985-4000.

-- Mike Gallets, Giant Systems

