

# HCR ManorCare®

To Whom It May Concern,

I sought out a local advertising agency after having to deal with a national advertising agency that constantly ignored my ideas and suggestions, lacked creative ideas, were slow in responding to my needs and charged our facilities an exuberant amount of money for less than mediocre results.

The first company I contacted was The Roman Group. After my first conversation with Traci (a representative from the Roman Group) I did not want to use any other advertising agency besides The Roman Group. She listened to my request and was quick in responding to my needs. When I received the invoice I was shocked that their prices were hundreds of dollars less than the company I had dealt with before. Their prices were almost the same as if I took my display ad directly to the newspaper and had the newspaper place the ad...only it looked far better!

I have been using The Roman Group for almost a year and am still happy time and time again with their work and their customer service is exceptional! I like that they give me several ideas to choose from when we are deciding on creative work and advertising mediums. I also like that they are open to my ideas and suggestions. If I request something specific, they give me exactly what I asked for. And I am also really pleased that they keep me updated on where we are in the process and that they are affordable.

**Nicole C. Kenyatta**  
**Regional Recruiter**  
**HCR Manor Care**  
**Eastern Division/Region 3**