

To Whom It May Concern:

During the past few months I and the Beachcomber Resort Hotel and Villas management team benefited from working with Esin Davis. She has been the Revenue Consultant for our hotel.

In her position Esin significantly contributed to our hotel by achieving incremental revenue positions that, we believe, would not have been realized without her. Her knowledge of the sales and marketing arena, as well as her expertise in the area of revenue management proved to be very valuable to our hotel.

The contributions she made came from her ability to assess individual hotel distribution channel needs, establish a realistic and affordable strategic plan to satisfy them and, as required, provide the hands on support to implement the tactical solutions.

Esin is determined to maintain her knowledge of current product offerings and third party support. On numerous occasions she has stretched her time to benefit our hotel.

Esin Davis works remotely from her offices in Boca Raton. Her timely reporting and active communication with the hotel have demonstrated her capability to work remotely and be trusted to get the job done.

She is extremely adaptive and possesses great ability to train and lead the existing staff at the hotel when necessary.

I cannot think of a hotel that would not greatly benefit from Esin's involvement, and advice.

If there are questions or points to discuss with respect to the above I can be reached per the contact information below.

Ron Russell Jr.
Beachcomber Hotel
Pompano Beach, FL
954-941-7830