

Steve Beagle, President
Southland Custom Homes
PO Box 6467
Marietta, GA 30065

12-27-2010

Mr. Beagle,

My name is Jim Morton, and on Thanksgiving day I moved into my new home built by Southland Custom Homes, up in White County, Ga. This is the third time I have built a home, the other two being in Florida. I will say that it was not an experience I looked forward to, having had my share of major and minor headaches with the other two builders. But the cost of building and the fact that I already owned my own lot, made it the obvious decision to build rather than buy. I had been researching Southland, Trinity and America's Home Place since I bought the property in 2005. All seemed similar style builders, and when I moved to Georgia in 2009, I began serious inquiries into all three companies.

In early April 2010, I wandered unannounced into your showroom in Dawsonville and was warmly met by Rhonda Newton. Thus began the reason for this letter.

Rhonda is a dynamo, as I am sure you know. But beyond her energy are organizational skills and home planning knowledge that is second to none. We sat many long days with Rhonda, moving walls, adding doors, counting windows, etc and never did she tire of trying to make our home better than we had imagined. Her ability to read these floor plans and imagine my ideas in them was exceptional. Just when we were ready to run screaming from the room from so many choices and options, Rhonda pulled out the food and drink and got us all back on track. Her knowledge of the products and her suggestions and prior experiences were invaluable. I know that this home has been greatly enhanced because Rhonda Newton put her energy into it. She never looked at the clock and never rushed a single aspect of our home designing. She is a true professional!

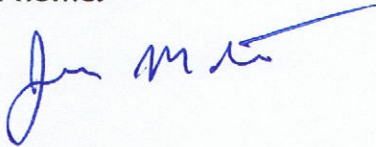
I felt we had used up all our luck finding her, and then we met the man she kept bragging about, Brian Henson. Brian is a quiet fellow, but it is a quiet confidence in himself, and it comes across in a very professional manner. I have had horrible experiences with building contractors. They clear lots that they are not supposed to, they are unreachable most every time you call and many of them get fired before the house is finished. One Florida home I built had 4 different building supervisors before it was finished. Brian is a godsend to Southland Custom Homes. When you can't personally supervise or visit all the homes you build, you have to have dependable people to be your eyes and ears. These people form your reputation, good or bad, and can make or break a customer's satisfaction. The fact that Brian can go to a 3 acre wooded lot and by experience and talent (and maybe a bit of artistry) pick the best location of the house, is amazing. A house stands where you build it forever, and a poor location

or poor ambiance is also forever. Brian flipped our plans over and put our house in the perfect spot, which was not where I had imagined it. Furthermore, Brian was available to me by phone, text and email during hours and even the few times I bugged him after hours. He saw things in the plans that we did not, and paused the work until he spoke with me about better options and more cost effective choices. Every time I called to ask when something would be done, it was usually already scheduled. Brian knows WHEN to schedule things, which is so important in my eyes. Never were two crews trying to work at the same time, and everything was choreographed perfectly.

So here I sit, looking out of my new office window, onto my wooded snow covered lot and it is so much more than I ever imagined it would be. There are always things you might do different and you always gain knowledge when you build a home, but Rhonda and Brian took all the stress out of the process and kept us from making poor choices or rookie mistakes,

I just wanted you to be aware of how much your people mean to your reputation and I am grateful that these two were working for you at my time to build. I am the first to applaud good work and good work ethics and I am also the first to scream when I am not feeling satisfied. I am very satisfied, and it is because of my direct experience with Rhonda and Brian . Thanks for reading this and thanks for my beautiful home.

Jim Morton
Po Box 2822
Cleveland Ga, 30528
770-503-5528
wchimes3@yahoo.com



cc: Brain Henson
Rhonda Newton