

Dear Valued Client,

Now that we've gotten through our estimate process, we want to take the time to begin to build our relationship. We are going to be working closely together for a period of months on something that is very important to all of us. We understand that this is a sizeable financial and personally important project for you. Likewise, we take these builds very seriously and we invest physically and emotionally in them. That makes it vitally important to me that we all work together very well throughout this process, extending into your ownership of the vehicle when it's done. After many years of doing this and working with thousands of clients, we have encountered just about every bump in the process that can occur, and we want to take this time to proactively avoid any heartburn that might happen later.

- Estimate
  - The first and most common issue that we have is involving the cost of the project. Even though we really try to refine our estimates using current information from other builds, it seems like inevitably we go over on most estimates. This happens for many reasons and for an explanation of why, please click the "What happens with my estimate" link on the Q&A section of our website. If this happens, it will be near the end of your project, but we don't want to defer talking about this problem until your last invoice. The bottom line is, if you are relying on the estimate to be completely accurate for budget reasons, then we might need to rethink this build and maybe even cancel the project.
- Billing
  - An explanation of billing is in your service agreement. As you recall, we bill monthly time and material after the work has been performed and the parts have been purchased. This means that after your deposit is exhausted, often the shop is financially extended tens of thousands of dollars on your project alone. Multiply that by 14 projects and you can see that it can become quite a burden, for this reason, your timely payment is necessary.
- Expectations
  - Now is the time to establish expectations on both sides of this project. We pride ourselves on our professionalism and you should be able to expect that from us. This means that we will do everything we can to complete your project in a reasonable time. You can also expect your Land Cruiser to be extremely well done. There's a reason why we are the best Toyota Land Cruiser shop in the country and that is because of the amount of attention that we pay to every detail. We've had the opportunity to compare even the best of the other shops' work to ours and there is actually no comparison. Our work is legitimately second to none. Even though this is true, it's important for us to tell you right now, your vehicle will not be perfect. While it is possible to build flawless vehicles, that kind of restoration is far outside the scope of your project. For that matter, it's far outside the scope of pretty much any classic 4-wheel drive restoration. Flawless restorations on things like Amber and Riddler winning vehicles take tens of thousands of hours and often cost a million dollars or more. It's impractical to restore a Toyota Land Cruiser in that fashion. Again, I want to stress that your Land Cruiser will be far nicer than even our closest competitor would provide, but it's going to have flaws.

First, if it has an ARB bumper, or any powdercoated bumper for that matter, there's going to be a scratch in it. Even though powdercoating is durable in a lot of ways, it scratches easier than paint and isn't easily fixed. Also, on restorations with solid colors, we use single stage paint. It's the highest quality single stage paint you can get, but a single stage paint job is not the same as a fully cut and buffed base coat/clear coat paint job. And it's important to remember, your finished product is still an old car and is not going to be the same experience as driving a new Lexus.

- Selling
  - If there is a likelihood that you're going to sell the vehicle that we build for you within a few months of ownership, we don't want to build it for you. As I mentioned earlier, we invest ourselves tremendously in building a project for YOU. We all visualize you using it and enjoying it. And as is demonstrated by most of the businesses with sales models, vehicles that are build to be sold are always substandard in quality.
- Warranty
  - An explanation of your warranty is in your service agreement. Of course, we try extremely hard to deliver your vehicle without warranty issues, sometimes they occur. We always prefer to fix warranty related issues in house, but we do not cover transportation of your vehicle for warranty related items.
- Personal Items
  - This is a small, but important thing, but please don't ship us your car full of personal items. It takes a tremendous amount of effort and room to keep track of these things over the course of your build.

Our relationship and your Land Cruiser are extremely important to both myself and the entire staff at Proffitt's Resurrection Land Cruisers. This letter is written to you with an earnest desire to make sure that we form and maintain an extremely positive relationship. If you have any questions, I strongly encourage you to call and talk to me personally about these items or anything that's on your mind about your project.

Sincerely,

*Jeremiah Proffitt*

Jeremiah Proffitt, Owner