



Mark G. Gardner  
Chief Executive Officer  
AvatarFleet, LLC.  
8157 Bavaria Dr. E  
Macedonia, OH 44056

Dear Mark,

We've had a long standing relationship with AvatarFleet because of your industry knowledge when it comes to keeping our trucks full of safe drivers. We have ambitious growth plans and have formed a partnership with AvatarFleet to have recruiting keep up with our sales efforts.

We started with *ApplicantCare™* in 2013 to manage the recruiting process. The ability to hire drivers faster is crucial to satisfy our ambitious growth plans. This provided an easy way for drivers to apply online and kept our recruiters organized and moving fast. The integrations to HireRight® and Asurint® allowed our team to order MVRs, PSPs, background checks, and drug screens with one click which saved us 15 minutes per applicant. Our hires per month drastically decreases when our time to hire goes over five days – *ApplicantCare™* helps keep that time low.

In the fall of 2014, we trusted your industry knowledge to outsource our recruiting department to AvatarFleet. This unique partnership allowed us to increase our fleet by over 60% in a two and a half years. Your technical marketers know the secret sauce to efficiently advertise at rates we were never able to do on our own. Your dedicated recruiters appropriately represent our brand and diligently work the funnel to meet our hiring goals. You're achieving results we've never done on our own at lower cost than we could do in-house.

Finally, since 2015 we have been using the *AFleet™* driver training course for our new hires. Our driver trainers Rich and Matt like the content style – it keeps the drivers engaged in the material. Drivers have been through the other training options out there and appreciate fresh content. It's corny at times but our guys remember the information – that's what's important.

I would recommend AvatarFleet to any trucking company who wants to grow.

Sincerely,

Jeremy Rayl  
Chief Executive Officer  
JRayl Transport, Inc.