



Member Satisfaction Survey - Overview

The Senior's Choice is committed to providing its members with the highest quality services and support and we take seriously our obligation to them. To ensure that we meet and hopefully exceed the expectations and demands of our membership we have hired an independent third-party, Pinnacle Consulting, to survey at random 12 Senior's Choice members a month. Members are asked to grade the quality and value of 8 important aspects of their membership with The Senior's Choice; overall satisfaction, dues/value, communication, response/needs, marketing materials, coaching program, conference calls, and the value of their affiliation with The Senior's Choice membership network. Members are asked to grade their satisfaction on a scale of 1 to 5, with 1 being the lowest and 5 being the highest. Since this process began, Pinnacle has surveyed 312 Senior's Choice members. The following Member Satisfaction Survey (see Survey Graph worksheet below) compares the average survey results with the total cumulative average survey results taken previously.

Pinnacle Consulting is a market leader in health care marketing and customer satisfaction analysis. To verify these results Pinnacle Consulting can be contacted at:

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64 E. Winchester Ste. 205
Salt Lake City, Utah 84107*

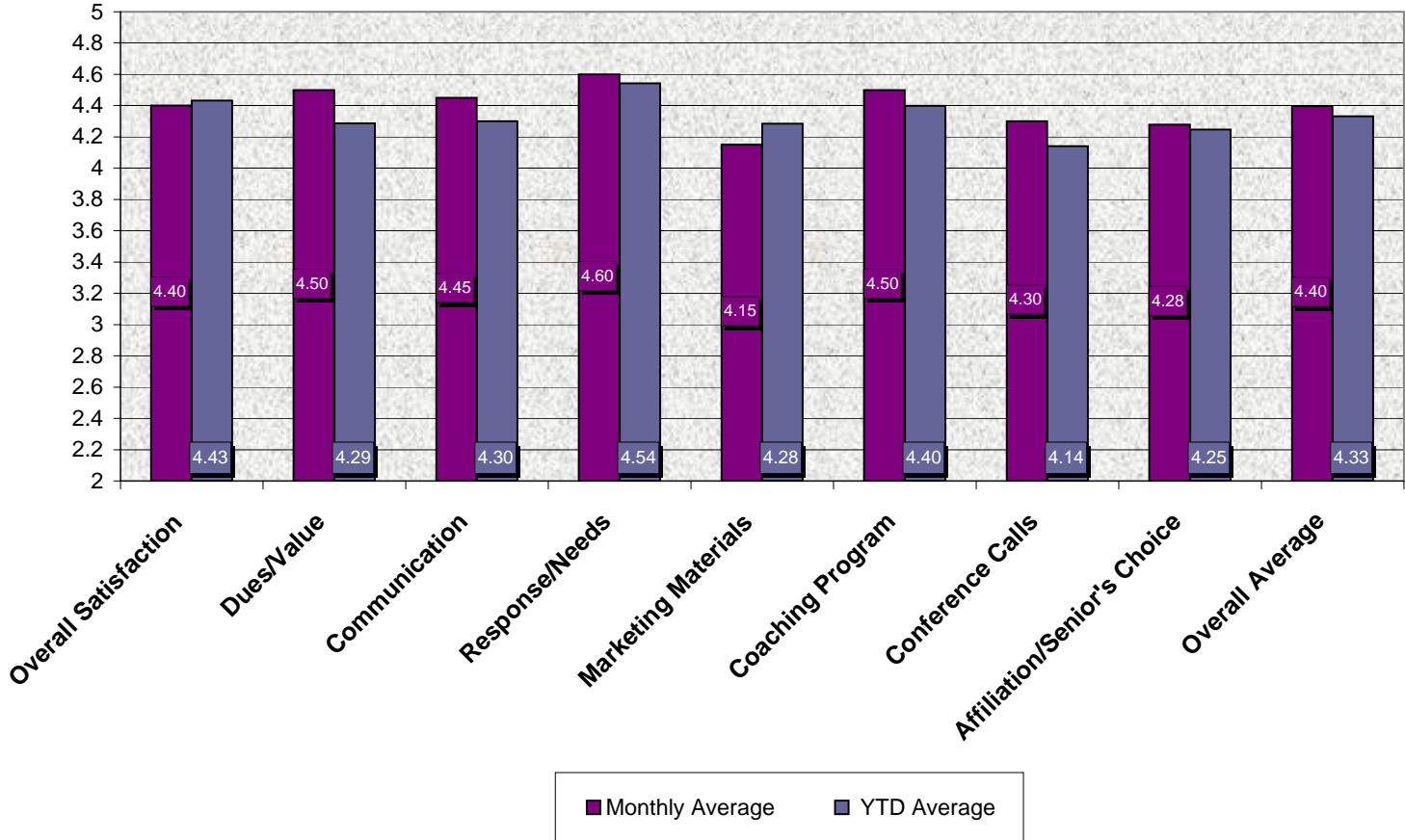
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The Senior's Choice Member Satisfaction Survey Rating



Senior's Choice



The following are some comments about The Senior's Choice from recent Pinnacle Surveys:

Alan Fisher:

They have kept every commitment that they made to me when I joined. They have been true to their word in everything.

Scott Bolthouse:

Biggest Benefit: The expertise I get through their operation manuals and their training.

Julie Snyder:

Their organization and support files are very helpful. I could not have started my business without them.

David Watson:

The operating system manual they recently came out with has helped me be more organized. As my business has grown, they are always coming out with new things to help me. I like the conferences, it is important to get together and share ideas.

Tim Bradshaw:

Biggest Benefit: They have the ability to keep me up to date and current on the latest information concerning our industry.

They are friendly, easily accessible, great resources, and have good ideas.

Rich Dalton,:

I lean on them when I have situations I don't understand or when I need information.

Robert Taylor:

Top flight and best in their class. There is nothing better than The Senior's Choice.