

LETTER OF REFERENCE – SANTIAGO CONSULTING INC./Mike Santiago

As owners of a smaller rural brokerage, we were struggling to find a way to find the right buyer. We had received some interest over the past few years; however nothing came to fruition. We became aware of Mike's services, but were honestly very skeptical of whether it would be worth the fee, if nothing transpired once again...

However, from the moment we reached out to Mike, he quickly confirmed and reassured us that our brokerage was an attractive and profitable business. He was knowledgeable, professional, and organized. He had a step by step process to get to know our business inside and out and make our paperwork and financials ready for prospective buyers. Not only did Mike see the process through from start to finish, he was constantly committed to making sure we received the best possible deal! Mike's experience and industry connections ultimately created multiple offers for our brokerage!

We were so grateful for his services and knowing he always had our best interest at the forefront. Therefore, allowing us to achieve our sale goal and pride in the business we had worked so hard to build.

If you are looking to buy or sell a brokerage, I would definitely recommend Mike Santiago. You will not be disappointed. His wealth of knowledge and industry experience is absolutely worth every penny!

Teresa Usselman  
teresausselman@live.com

I was quite skeptical at first when we were looking into contracting Mike to help us sell our brokerage...

We are quite small in the world of independent brokerages, and I wasn't sure that his fee would be worth it. We had tried over the past few years to sell, but it is so hard to keep dealings confidential when you want clients to maintain confidence and security in your business. The 'almost deals' never amounted to much, except feelings of frustration for all of the work of putting together the information, and seeing no results.

We decided to take the plunge, and Mike was worth every penny!

He guided and supported us each step of the way, and had us completely prepared and organized with all of our information ready and available to the potential purchasers. His extensive contacts and connections in the industry enabled us to have multiple parties interested. Mike demonstrated his ability to get the absolute best deal and value out of our brokerage that we'd worked hard to build throughout the years, and we were thrilled to meet our goal.

Mike's extensive financial background and experience shone through when helping us to prepare all of the necessary reports and statements, and we were so grateful to have him on our side throughout the process. The sale went through smoothly with all of our targets being met.

I would recommend Mike Santiago to anyone looking to sell their insurance brokerage, and you will definitely see the return on investment with his services.

Thank you Mike,

A handwritten signature in black ink, appearing to read 'Carrie Compton', with a stylized flourish at the end.

Carrie Compton

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