



HOMETOWN AMERICA  
C O M M U N I T I E S

November 6, 2011

Letter of Recommendation for Patrick Crocetta

Trusted—extremely capable with transparent character, is how I would summarize Patrick Crocetta. He is an asset to any organization that desires to reach the top by getting the right results with integrity and efficiency. I would hire Patrick again if the opportunity presented itself.

I hired Patrick as Regional Sales Manager during the winter of 2005—at the beginning of Hometown America's need for a professional and highly trained national sales force. Patrick became a strategic leader for our sales initiatives throughout his entire 7 year tenure. Initially charged with increasing the sales opportunities by creating and executing a better sales process coupled with building a high performance sales team and managing the product mix with the 55+ Florida portfolio. Patrick's tremendous work ethic, ability to think outside the box and a desire to improve his game, quickly enabled him to be the "go-to guy" for the company's real-estate portfolio anywhere in the country.

In the summer of 2008, challenges with the Michigan portfolio prompted me to assign this sales assignment to Patrick. 1/3<sup>rd</sup> of the company's annual sales requirements were pinned on Michigan due to its size and all-age customer market. The responsibility included driving the company objectives, leading company employees and implementing civic initiatives. Within one year his team broke all company sales records by selling (not renting and not including re-sales) over 65 company owned homes in August—followed by selling 64 in September! His success in making the Michigan portfolio operate smoothly earned him greater responsibility a year later when he assumed additional responsibilities for 12 East-coast properties in addition to the 17 he already managed in Michigan.

Patrick ranks as an all-time best with Hometown America and with me. I am proud to say I hired him because he not only produced the right results, but he did it with integrity. Always working with positive attitude and the highest degree of respect for his company, employees, residents and customers-- Patrick has earned a place at the top and is a great example of a trusted leader in our industry.

Sincerely,

Stephen Braun

  
President and COO

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