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To Whom It May Concern,

It is easy for me to write this reference letter for Assaf Cholow. In my dealings with Assaf, as both a renter and a buyer, he has shown a high level of professionalism and integrity. In his non pressure, patient, way he assisted us in realizing and finding the best products to match our needs.

I found that he took a personal interest in making sure that we were satisfied. He is resourceful and able to get things done. Time and again he has gone beyond what is expected of him to be helpful.

I consider myself fortunate to have had Assaf Cholow represent me in my business dealings in Israel.

Sincerely,



Michael Lax