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To Whom It May Concern:

I have known Jim Gerold for many years – decades actually. Together we completed many residences and, hopefully, realized the dreams of many clients. Some projects were straightforward renovations, a few were extremely complex. Several were new construction – some small, some large, one of them a monster.

The common vein that has run through all these projects has been Jim's contribution. Gerold Brothers is a family firm, second generation. Jim has spent his whole life in construction, and his deep commitment to doing things the right way – the best way – has, in my experience, made a tremendous difference in the final product.

Over my professional career, which goes back 35 years, I have dealt with dozens of contractors, and many different personalities. They can be grouped into two rough categories in the way they approach their work:

- Most are businessmen: they run a tight ship, make money when they can, finish the job and get on to the next one. They see themselves as managers.
- Others are deeply involved, take the work more personally and invest more of themselves in the process – the *art of construction* if you want to think of it that way. While the manager might simply build whatever is on the drawings, this fellow is likely to call and warn me that it won't work or might look a bit odd.

Jim is the rare example of this second type. Honestly, it has made my work easier in countless ways and I know that my clients have benefited far more than I have because they now live in a home that is a fully realized, refined product of residential construction.

If you want to know more, just give me a call.

Sincerely,



Michael A. Geyer

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