

Jon Peterman  
Icon Business Solutions

The Coach House  
17 Hendon Avenue  
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### Testimonial

From Simon Miller Architects Ltd to Mr Jon Peterman

Dear Jon,

Having worked with you over the last few years we thought it was about time we communicated how appreciative we are of your input.

We have now and worked together with you on a host of key issues:

- Some serious self-searching that enabled us to pause, think and move forward.
- You advised on us on our office move which involved building the office, and restructuring the way we worked, thus letting go of old business habits and setting-up new ones
- Identifying new objectives and working on our Key Indicators

You have also got to know our Team very well. Our profit and turnover has steadily increased, we have systems in place that monitor new project acquisitions and workflow scheduling. We are constantly testing and measuring and will continue to do this to progress.

A while back one of the questions you asked was .....

“ what personal ambitions do you have besides that for your family ?”

My reply was.....

“that I would like to learn to row, and finally do this on the river in Tel Aviv, as well as establish a second home in Tel Aviv”

Well, I have been rowing in Tel Aviv for a year or so, and we are working very hard on that second home.

Jon, your very professional guidance, patience, sense of humour and humility reinforce our confidence in you. The adage of working ON your business is so true!

I would like to say to anybody running their own business, whether they have just started out, or been in business a while – to go and see Mr Peterman.

Jon, your quality of service has been excellent and I would have no hesitation in recommending your services to any business owner.

Thank you once again

Simon Miller (Director)  
Frances Gertler (Director)

Simon Miller Architects Ltd