



Porter Keadle Moore, LLP

October 24, 2003

Mr. John Doe
Chief Financial Officer
Peoples Bank
One Peoples Plaza
Peoplesville, GA 30303

Dear John:

As we kicked off the year of 2003, Porter Keadle Moore, LLP (PKM) adopted a new tagline that we hope accurately reflects our firm's business philosophy for the past 25 years – Professional Service with a Personal Touch. As this year nears its end, we'd like to measure our level of success in achieving our goal of providing quality, consistent service and solutions tailored to meet each client's unique business needs.

We are writing to you today to request that you provide us with candid feedback about working with PKM. Your time and effort to complete the attached Client Satisfaction Survey would be extremely beneficial to our firm in helping us learn how to better serve you today and in the future. Upon completion of the survey, please mail it back to PKM in the enclosed postage-paid envelope.

We look forward to your comments and our continued relationship with your organization.

Sincerely,

H. Phillip Moore, Jr.
Managing Partner

Laura Snyder
Director of Marketing

Certified Public Accountants



PKM Client Satisfaction Survey

Listed below is your contact data contained in PKM’s client database. Please review this data for accuracy and complete any omitted fields to ensure that you receive timely information from PKM.

Name	John Doe				
Title	Chief Financial Officer				
Company Name	Peoples Bank				
Street Address	One Peoples Plaza				
PO Box	PO Box 1234				
City	Peoplesville	State	GA	Zip	30303
Office Phone	404-404-4000	Direct Dial		404-404-4004	
Office Fax	404-404-0440				
Email address	johndoe@peoplesbank.com				
Website address	www.peoplesbank.com				

Please put an “X” in the box that best describes your response to the following statements about PKM.

	Exceeds Expectations	Meets Expectations	Below Expectations
Overall satisfaction with PKM			
Prepares accurate, understandable financial statements, tax returns and other reports			
Performs their services with minimum disruption to my business			
Understands my business and industry			
Listens and understands my needs and goals			
Shows interest and takes initiative in offering business advice			
Is timely and meets my deadlines			
Keeps me informed of project status			
Responds quickly to requests			
Has knowledge to answer technical questions			
Provides good value for fees paid			

Compared to last year, PKM’s performance is:

- Much improved
 About the same
 Much worse

What, if anything, has changed? _____





During the past 12 months, have you seriously considered changing accounting firms?

Yes No

Please explain _____

Are there any members of our firm who are providing you with:

A. Exceptional service? Yes No

If yes, who? How? _____

B. Unsatisfactory service? Yes No

If yes, who? How? _____

If your key contact is not available, do you know whom else to call?

Yes No

If yes, who? _____

Why did you select and/or retain PKM? Please rank reasons in order, with 1 being most important.

Reason	Rank
Reputation	
Competitive fees	
Range of services	
Industry expertise	
Technical expertise	
Service philosophy	
Chemistry with PKM team	
Referred by trusted third-party	
Relationship with someone at PKM	
Other (please explain)	





What do you like most about PKM?

What do you like least about PKM?

What does PKM offer that is superior to other accounting and consulting firms?

Using only one word, how would you describe PKM? _____

Would you recommend the firm to others? Yes No

If no, why not?

Please tell us anything else you think we should know about the firm. Use additional sheets if necessary.

If you would like to discuss a special concern not covered in the survey, please check the box below. Phil Moore, the managing partner of the firm, will contact you immediately.

Please have Phil Moore call me.

Thank you for your time and evaluation of PKM!

