

September 24, 2017

Dear Mr. Edwards:

My wife and I own the business, Heritage Property Management at [2650 North Avenue, Suite 116](#), next to Tuesday Morning and have five employees. I notice that our business name does not appear on your list of North Avenue businesses, though Dr. Gary's Animal Clinic does. which is just two doors down from us. That is most likely because we do not have a sales tax license for a retail business.

Though we are not a retail business, and personally do not live within the city limits, we still are affected greatly by the name change of this street and are adamantly apposed to it. There are undoubtedly many other businesses such as ours that are in the shadows in this manner. I know of at least four other property management companies, for example, that have a North Avenue address.

We have had our business at this address for about six years now and no one whatsoever has come by our office to inquire about what we think about this issue. Our landlord, Roger Sollenbarger has been quite vocal, but he does not speak for us.

I have printed off your List of Costs and Expenses document and will be happy to work up an analysis of the projected expenses we will incur as a result of this name change. Some time will be involved in doing it, so I will not be able to do it immediately. We manage about 32 home owner associations and about 150 or so individual rental properties. As an example of the burden for us, each of our Associations has a bank account with our mailing address, so we will need to change more addresses than just on our businesses. All these associations are also listed with the Secretary of State and the Real Estate Commission, so there will

be plenty of changes to be made there as well by our office. Add to that our website, pre-printed envelopes and stamps and the cost could be considerable.

Regards,

David Caldwell  
Heritage Property Management  
2650 North Avenue, Suite 116