



To everyone globally – loyalist or casual observer,

Ever since my first hopeful day in the industry, many years ago, I have tirelessly strived to uncover any possible avenue for innovation. In such a highly regulated and competitive industry, this has been no simple feat. There was much I did not know at the time and even more that I would come to learn and understand in the future. Still, I refused to be dissuaded too early by any naysayers, of which there are always many. For every one person’s ambition, there is always at least one cynic to match. Nevertheless, such is the order of the world that the two should coexist.

Most of the time, these opinions from others are, at best, incomplete analyses without a full understanding of the guiding vision. Such cynics actually spend little or no time attempting to understand the vision, which naturally leads to inaccuracy with their assessments. Unfortunately, it is very often that ambitious people rely on these poor or jaded assessments and, as a result, resign themselves to the status quo much too rapidly. I am pleased to inform the public, however, that is not the ending of this true story – our story.

What ensued after that first day is the tale of a years-long, deep-rooted curiosity paired with challenges, perseverance, and ultimately triumph that has served as the catalyst for what will now surely be industry-shattering change. This radical change is precisely what Rivalution represents to the market – more or less a total upheaval of the decades-old normalcy that has struggled to maintain its relevance among consumers nationwide, especially in recent years.

This change is transformative in the sense that it greatly empowers consumers to make decisions for themselves in an industry where really only a few options have persisted and been available for so long. As consumers, *you* will decide the way forward during this time of uncertainty with the economy and specifically real estate. Our commitment at Rivalution is to always prioritize you in a way which makes that possible, to the extent that law permits. In fact, the greatest threat to ingenuity is legislation.



This is your opportunity to reclaim the power as a consumer. You have our steadfast support. Vendors alike, there has never been a better time to work together and bring about a brighter future for the industry from which all can benefit.

This was a very serious undertaking and has been a true labor of love. Thank you to everyone along the way who made this moment possible – friend *or* enemy. Though much has already been completed, the real work is truly just beginning. As consumers, this is your defining moment. Join the Rivalution in making history. Ladies and gentlemen, I am thrilled to present: Rivalution!

Always against all odds,

A handwritten signature in white ink that reads "Matthew D. Solloff". The signature is written in a cursive, flowing style.

Founder & CEO