

January 26, 2026

To whom it may concern,

It is my pleasure to write this letter of recommendation for Homero Matzenbacher and Up Vista Company.

We have been working with Homero and his team since September 2025 on a variety of marketing initiatives. During this time, we have collaborated on numerous projects including testimonials, graphics, advertisements, and the launch of new campaigns. Each project is approached with a high level of enthusiasm, professionalism, and attention to detail. They consistently go above and beyond to ensure that all ads accurately reflect our brand, creating a seamless transition between their work and our company's identity.

What truly sets Up Vista apart from other companies in the industry is their commitment to continuous improvement and results-driven marketing. They actively evaluate campaign performance using measured results and data to determine the success of each campaign, and they consistently look for opportunities to refine and improve outcomes. Additionally, they proactively seek new content and creative approaches to ensure our advertising remains fresh, engaging, and effective.

I would highly recommend Homero Matzenbacher and Up Vista Company to any business seeking professional, thoughtful, and results-focused support in the social media advertising space.

Sincerely,



Jackie Olson

Executive Administrator

Trusted Pool & Spa