

|                               | Professional Guide                                  | Un-professional Guide/<br>Translator/Student(UTS) | *Remarks, Details, Examples   |
|-------------------------------|---|---|---|
| Knowledge of Market           | excellent   | limited / poor / don't know                       | Professional guide walk you strait to the right places; UTS get lost by themselves.   |
|                               |   |   | Professional guide works out the best itinerary; UTS make you run back and forth.   |
| Knowledge of Business         | good  | limited / poor / don't know                       | Professional guide works for your final goals from the very beginning; UTS is blind.  |
|                               |   |   | Professional guide avoid/reduce risk in advance; UTS can not sense any danger.  |
| Understanding & Communication | excellent/good                                      | limited / poor / don't understand                 | Professional guide understands you to every point; UTS "pardon me!"   |
|                               |   |   | Professional guide helps you communicate smoothly&efficiently; UTS "stuck".   |
| Resources & Facility          | abundant / enough                                   | almost nothing                                    | Professional guide calls in a broker get your cash exchanged in 10 mins at a good rate; UTS walk you to bank takes 2 hours only found out bank doesn't accept CAD/NZD.            |
|                               |   |   | Professional guide has back up batteries, white boards, calculaters, rulers all at hand working properly; UTS often "out of power" or "out of storage"                            |
| Preparation                   | extensive preparation                               | no preparation/limited preparation                | Professional guide guides your directly to right supplier; UTS "if you can not find, you can not find".   |
|                               |   |   | Professional guide sets your day according to your needs; UTS "go and see".   |
| Results                       | in time<br>neat clear<br>organized products<br>info | no / unusable/disorganized<br>products info       | Professional guide gets what you need into your inbox right after you finish dinner, talk to family. UTS can neither be late, or get nothing for you.                             |
|                               |   |   | Professional guide send you neat clear products info for you to compare"apple to apple", decision made in 20 minutes; UTS send you "junk" that only drains out your brain energy. |