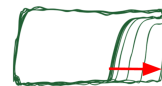


Put More **PUMP**



In Your **ACTION!**

The Most Cost-Effective Oilfield Insurance Money Can Buy

Approximate Well Expenses:

Tubing Leak:	\$10,000—20,000 +++
Rod Part:	\$6,000—10,000 +
Pump Failure:	\$5,000
Stuffing Box Leak:	\$100—1,000 + RRC Wag of the Finger
Load & Test:	\$400
Electricity Bill:	\$200—800/mo.
Downhole Diagnostic:	~\$280

Good Day kind Sir! My name is Shawn Dawsey. I am a **Professional Petroleum Engineer** with 5-years operating experience in the Permian Basin and am the sole owner and operator at Downhole Diagnostic (based in Midland, TX).

I help smaller operators **MONITOR, DIAGNOSE** and **OPTIMIZE** their rod pumping wells using surface mounted diagnostic equipment (a Fluid Level Gun & Dynamometer) to determine the downhole producing conditions (i.e. the fluid level & the downhole pump performance/rod-loading) then report the findings back along with any optimization recommendations I might have.

I submit my findings in a concise 3-page PDF and I extract and summarize all the pertinent data from the reports in an Excel spreadsheet so the well's performance can be easily tracked chronologically with time. When I left my former employer I was the Production Manager looking after 350 wells—so I understand how difficult it can be to keep track of vast numbers of wells & I know what data you are interested in—and I compose my reports with this in mind.

I have an experienced background in trouble-shooting wells, root-cause failure analysis, rod design, failure prevention practices and I also teach various Rod Pumping courses. **My goal is to help you make every pump stroke count**—to maximize production while minimizing your LOE—and I would greatly appreciate the opportunity to earn your business. I have much more to say, but not enough space, so please give me a call to talk and see if I can be of assistance to you in your operations. Also, please visit my website for some **Dyno-MIGHT** rod pumping reference materials!

Sincerely,

Shawn Dawsey, P.E.

shawn@DownholeDiagnostic.com

(432) 230-8700

August, 2015—Price List:

Fluid Level & Dyno Survey: \$250/well* (Polished Rod Dyno)
\$320/well* (Horseshoe Dyno)

Fluid Level Survey (only): \$80/well*
\$100/well* (H-15 Test)

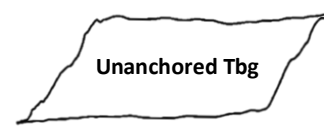
Mileage: \$1.50/mile (≤ 4 wells)
\$1.25/mile (5+ wells)

New Well Set-Up Fee: \$20 (one-time charge)

*Bulk Well Discounts Available



Ideal Dyno Card



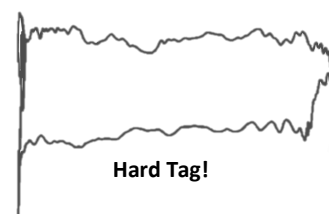
Unanchored Tbg



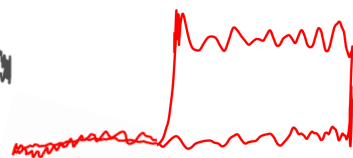
Fluid Pound



Gas Interference



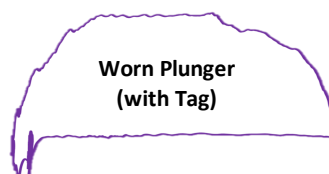
Hard Tag!



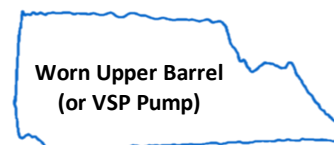
Delayed Traveling Valve Closure
(Trash/Solids in Valve)



Not Pumping: Pump Failure, Rod Part, or Tubing Leak
(Depends on Weight of Rod String. This is the only type of card requiring the Horseshoe Dyno to fully diagnose.)



Worn Plunger
(with Tag)



Worn Upper Barrel
(or VSP Pump)

"An ounce of prevention is worth a pound of cure." -Benjamin Franklin