



Department of Purchasing

100 N. Main Street, 2nd Floor

Suffolk, VA 23434

(757) 925-6762 Fax (757) 942-4333

NOTICE

Sole Source Purchase

Date: February 12, 2025

For: Decodable Books and Material

Vendor Name: Just Right Reader, Inc

Requested by: Compensatory Programs

Description: Decodable books and material

Cost: Not to exceed \$20,000.00 per year

Justification: Just Right Reader Decodable Books and Take-Home Decodables are a sole source product, manufactured, sold and distributed exclusively by Just Right Reader. Aligned directly with the Science of Reading, the decodable texts include a unique set of attributes including QR Code on the back of each book directing the reader to an instructional phonics lesson video taught by a literacy expert. The QR code is a passport to literacy support that bridges the gap between classroom and at home learning. No other decodable book on the market provides this level of support to readers, making it a distinctly different product.

Approved By:

Robin Booth

Robin Booth, MAOL, VCA
Buyer

2/12/25

Date



SOLE SOURCE

To Whom It May Concern:

This letter confirms that *Just Right Reader Decodable Books* and *Take-Home Decodables* are a sole source product, manufactured, sold and distributed exclusively by Just Right Reader. Aligned directly with the Science of Reading, the decodable texts include a unique set of attributes including a QR Code on the back of each book directing the reader to an instructional phonics lesson video taught by a literacy expert. The QR code is a passport to literacy support that bridges the gap between classroom and at home learning. No other decodable book on the market provides this level of support to readers, making it a distinctly different product.

There is no other set of decodable books on the market available for purchase that would serve the same purpose or function. All of our decodables can be customized to meet the future adaptability of the school and students needs because we use each student's reading data to curate a customized set of books to meet their specific reading level. Our decodables are unmatched because they:

- Have a QR Code leading to a human led phonics lesson video to create a pathway for successful learning at home and in class
- Use reading data to curate sets of Take-Home Decodables, intended to create an At-Home library of up to 121 decodables.
- Provide a sense of fun and excitement around reading as the sets of decodables students receive each week are wrapped, customized to their reading level and labeled with their name.
- Create a technical solution to the issue surrounding learning how to decode words, reading with fluency and a greater sense of comprehension by offering students a unique set of attributes in our Take-Home Decodables that are not offered by any other decodable provider on the market
- Provide content that is representative of all kids in America's schools doing things kids do in order for kids to see themselves depicted in stories and gain a greater sense of community and belonging
- Provide the highest number of decodable titles on the market from a single publisher to create a more equitable learning experience through fictional and informational text.
- Provide culturally relevant, funny, engaging text
- Bridge the educational gap between classroom and at-home learning by offering the digital phonics lessons in English and Spanish



- Alter reading progress by providing the most robust supplemental reading program that celebrates student's current reading level and curates a carefully selected set of decodables to meet students where they are and become progressively more challenging.
- Are based on the Science of Reading and follow the research of learning, reading, and how to build strong foundational skills in the core areas of reading with high quality evidence based materials

If you desire additional information, don't hesitate to contact me at any time or visit our website at www.justrighreader.com. Thank you for your interest in Just Right Reader. We look forward to collaborating with your school!

Sincerely,

Sara Rich, CEO
Just Right Reader, Inc.
5473 Blair Rd, Suite 100, PMB 98000
Dallas, TX 75231
www.justrighreader.com
sara@justrightreader.com
P (877) 415-7323
F (415) 480-8322