



To: Walter Sanford
From: Ron Friesen
Re: Recent Seminar
Date: July 13, 2006

Dear Walter,

Thanks so much for the excellent training seminar you conducted for our Family of Agents here at Beach Realty. I heard nothing but praise from nearly all of the Agent Attendees. Even though I have heard you speak many times your message was still clear, concise and, in our tough market, very actionable. Now it is up to me to lead by example and lift everyone up to the bar and hold them accountable. This I will do.

Many times we have had various speakers but certainly NONE as entertaining. Anytime Agents respond and interact it confirms that they are listening and are fully engaged in the seminar. The key to your success is that you are speaking from the heart and from years of "in the trench" experience. Anyone in this business knows intuitively when someone is speaking from experience or merely quoting from a book. You speak to the Agents and they respond, they know you are sincere and even better, you live in their shoes.

Lastly, let me personally thank you. As one of the top Century 21 Agencies here in the Southeast, I would highly recommend you and your messages, to any Broker, Manager or Owner. Please feel free to have anyone call me and I would be very proud to let them know how you helped me refocus my team here. Your energy, enthusiasm and, experiences were contagious. I will continue to reinforce the theme and content messages you instilled in our team.

Thanks again for spending time with our group, we will look forward to seeing you in the near future.

Sincerely yours,

A handwritten signature in red ink, appearing to read "Ron Friesen".

Ron W. Friesen
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