



The Real Estate Book of NW Florida
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April 28, 2006

Walter Sanford
Sanford Systems & Strategies
559 So Washington Ave.
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To: ID's of The Real Estate Book across North America

Ladies & Gentlemen;

I am a licensed real estate broker. I have been such for nearing 30 years.
I am also a TREB ID, producing 6 TREB's in Northwest Florida. We are in our 18th year.

On February 1, 2006 Walter Sanford gave a 3 hour event in one of our markets. On April 26, 2006 Walter Sanford gave a 3 hour event in another of our markets.

At the event in February we had approximately 18 folks request information on advertising. We have secured to following "new" advertising from them:

4 half page agreements for 6 issues; 2 full page agreement for 6 issues; 2 half page agreements for 13 issues; and, 1 full page agreement for 13 issues. 3 of these were GOLD level agreements.

At the end of the event 2 days ago, we had approximately 56 folks request information on advertising. Approximately 24 of these are already contracted advertisers wishing to discuss "up-grading" their advertising. We have two new 13 issue GOLD agreements as of this date; 1 half page; 1 full page.

Walter did a superb job informing, training and motivating the attendees. And, in weaving both TREB, (and our co-sponsor), into the long-term success of the agents at the seminar.

We will have Walter back for more seminars. I heartily recommend him to you.

Sincerely,

Robt C. Hampton