



QUALITY • INTEGRITY • PRODUCTIVITY

November 17, 2003

Walter Sanford  
559 S. Washington Ave.  
Kankakee, IL. 60901

Dear Walter,

I wanted to share one word with you, **AWESOME!** Our industry has dozens of recognized speakers, but you left no doubt in our minds why many say **you're the best.** You gave our group 110% and they hung on every word. In fact, they listened with such intensity that they looked exhausted after your three quick hours!

In addition to your **energy**, your real estate **experience** speaks volumes to any crowd. When I looked around the room and saw that even our associates who close over \$20 million a year stayed until the very end, I knew that **your message reached the entire group.** Better yet, I know first hand that several of our associates have already put some of your disciplines into practice and the company is doing the same.

I particularly appreciate the time you took to get to know our company before the event. In an industry where an owner's most valuable assets walk out the door every night (when our associates go home), it's critical for each associate to know how much their managers and broker are doing to help them grow and manage their business. Your presentation of our company's benefits reinforced to everyone **our commitment to help them succeed!**

Best wishes for continued success, and I'm looking forward to putting together a training session with our managers and ancillary departments (mortgage, title/escrow, and insurance).

Very Sincerely,

Patrick J. Conner  
President

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