



August 27, 2017

TO: Rick Kurtz and the RD Training Team

FROM : Kathy & Fran O'Neal
The Kathy O'Neal Team LLC
RE/MAX Premier – Fairfax, Virginia

Hi Rick,

Here is a quick note to share the tremendous value we received from The Edge training.

Over our 30 years in real estate we have attended many educational events and conferences and have benefitted from nearly all. But this was exceptional. May we summarize a few reasons why, in hopes that we'll help others who may be considering attending another Edge training.

First, so wonderfully practical!

Every minute of the experience was spent working on practical, powerful, and doable methods and techniques to grow and improve the business of working real estate agents. We literally did not have a single minute of time spent on anything except strategies and systems to grow the business. And....every minute was of value. We commented to each other that the first morning alone was more that worth the cost of the whole two days.

Second, hearing from the best of the best...at growing their business!

Each of your presenters is a tried-and-true, high producing real estate agent who is actually using what they are teaching in their own day-to-day business. The "realness" and authenticity of their insights come through. We especially appreciated the level of candor that comes from being "in the field" and actually using the strategies under discussion. As we were taking it all in, we knew we were hearing from high producing pros that were just interested in telling the truth and sharing what actually works.

Third, making the creative so accessible!

You have really hit the sweet spot, in our view. Simply put, the many techniques shared by the presenters struck just the right balance between the practical and the creative. We loved the simplicity of showing how to get the strategies into one's business, and yet we were very energized by how the agent/presenters are doing creative things to set themselves apart from the competition.

This was one of the most memorable and absolutely valuable workshops we have ever attended. We look forward to the next time you are in the Northern Virginal area. Many thanks to you and your team for doing great work!

RE/MAX Premier

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