



Watson Realty Corp. REALTORS®

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Dear Richard,

I really enjoyed your presentation today at Watson Realty, Mandarin South in Jacksonville. I have been a REALTOR with Watson Realty for 16 years this coming August. I have been blessed to have been successful since I started in the business with my first year receiving Watson's "Rookie of the Year" and closing just over \$5 million. I have not closed less than \$10 million since that first year and the last several years I have closed in the \$19-\$23 million range. I have enjoyed a successful business, being in Watson's Top Ten Producers since my second year in the business, being name in Jacksonville's Top 25 agents by the Jacksonville Business Journal and consistently ranking in the Top 100 for the Northeast Florida MLS.

Roughly 2 years ago I realized I was reaching a point of burnout as I tried to continue to grow my business and be all things to all people. Over and over I heard from top producers who were closing two or even three times the volume I was, that I needed to get some "systems" in place to continue to grow the business while giving me more personal time. Rather than putting systems in place, I decided it was best for me to hire two team members and let them focus on buyers (with my endorsement of course) and I would focus on listings. I would still have my name prominent so as not to lose exposure/reputation in the market or lose any current/past customers. Good news is that actually accomplished exactly what I thought it would accomplish. The bad news is that the business did not grow. I had the same volume, more time off, but less income and no growth.

After listening to your presentation today (along with one of my team members) it hit me right between the eyes. I really did need to put "systems" in place to GROW my business, to GROW the business for my team and yet still enjoy a lifestyle that did not require a 24/7 commitment to make that happen. I am now at a turning point. I can stay at the \$20 million mark, have a reduced income, have more time off and risk losing 2 great team members or I can put systems in place to run a true business that my team and I can benefit from.

It took me almost 16 years to have this sink in, but now that it has, I have invested in your system which I believe is going to take me and my team to the next level. Thank you so much for your presentation and for the many opportunities your program will provide to get me where I could have been several years ago. Check on us in a year! We plan on doubling our volume and transactions!

Best Regards,

Randy Martin, P.A., REALTOR®
The Randy Martin Team