

From: Chris Moore

Date: April 20, 2018 at 11:42:54 AM PDT

Subject: Thank you, Rick.

Being the Managing Broker of medium sized, but very successful branch office for the last 18 years, I have had more speakers and products presented to my office than I'd like to admit. But, I just had the pleasure of hosting Rick Kurtz for a one-hour, in-office seminar, during which he presented The Edge 2.0 program to my agents. The reservations I may have had at the beginning of his presentation were quickly turned into excitement as Rick went through his presentation.

For the near twenty years that I've been managing and mentoring agents, I've always found it challenging to provide the actual tools that agents need to develop a multi-faceted, consistent, lead generation program. The systems in The Edge 2.0 provide the answer! There was no hype; no power-of-positive-thinking, just exciting, practical tools and systems that agents need to create their lead generation programs. Those attending the two-day program are promised an agent-specific business and marketing plan designed to implement their new, agent-branded marketing tools, plus they will have ongoing support from Rick's team.

Agents fail because they don't prospect and agents don't prospect because they don't know how and/or don't have the tools. This program promises to solve that problem. From the most traditional farming to most modern internet tools, this program has the full complement of prospecting tools. I'm excited to join my agents at the two-day program next week in Orlando. I'm convinced it will lead to more productive agents and to an even more production office.

Thanks, again, Rick.



CHRIS MOORE
Vice President/ Managing Broker

Watson Realty Corp., REALTORS®
7015 H.E. Thomas Jr. Pkwy.
Lake Mary, FL 32746
407.302.7400
407.580.8978 (Cell)

ChrisMoore@WatsonRealtyCorp.com
WatsonRealtyCorp.com

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