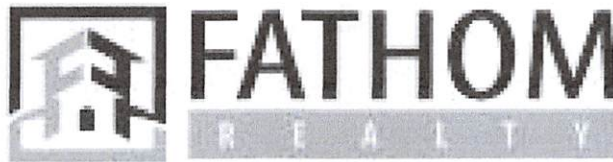


Stephen Powell  
Broker / District Director  
Fathom Realty Palm Springs  
12/13/2019



Richard Kurtz  
RD Training Systems  
32392 Coast Hwy, Suite 200  
Laguna Beach, CA 92651

Dear Richard Kurtz:

Currently I am entering my 15<sup>th</sup> year in Real Estate. Thankfully I have been in the right place at the right time and have had some success among a lot of failure. As a producing agent and Manager, I have tried many systems and have been solicited by countless others. Part of my career was spent as a coach helping other agents so I am very sensitive to the types of materials I endorse or consider for my own implementation.

In around October I received a solicitation via text message from one of your assistants with a graphic invite to a lunch and presentation. It caught my attention because it wasn't the normal spammy, let me sell you something you don't need, approach used by most in the industry. I believe I had even mentioned to you that the solicitation "did not suck".

I decided to attend the meeting. Due to the 60 freeway being gridlocked it caused you to be delayed by about 15 minutes. I had only allocated an hour for that meeting so I had to interrupt your presentation so we could cut to the chase. With your flyer in hand I asked you if your program included everything on the flyer, and would your company split the payment in 3rds. "Absolutely Yes"

What I heard that day was confirmation to some of my own thoughts regarding how Real Estate will be in 2020. Buyers and Sellers will continue to be Armed with better technology and information and Realtors can no longer afford to spend time trying to convince or argue data points. They believe what they search and at the end of the day it is the Realtor who wears the blame if the transaction is not a success.

Within the first hour of Day 1 I already felt I had received my full value in return for the investment I made into my business. Rand had an excellent presentation that I will implement into my listing strategy.

The business plan along with the prospecting plan is one of the best I have seen. It is a reminder of how getting back to basics and just focusing on the power of 1 can transform your business beyond what you could imagine.

An agent just getting started in this business will be 15 years ahead of anyone that goes at it by trial and error. The Seasoned agent will be loaded for bear.

I am very thankful that I responded to Chandra's text message and came to your presentation. I know my business is set to take off once more. The best is yet to come.

I am looking forward to the upcoming coaching sessions. I highly recommend The Edge 2.0

Sincerely, Stephen Powell CRS -CLHMS 760-861-3735 [smp@fathomrealty.com](mailto:smp@fathomrealty.com)

