



December 20, 2019

Rick Kurtz
RD Training Systems, LLC
32392 Coast Highway #200
Laguna Beach, CA 92651

Rick,

Please feel free to use this letter from me as an endorsement to all the other managers and owners within the Windermere franchise system. I think your material will give “some lucky agents” in a community a leg up on their competition – and I’d like it to be someone from Windermere!

Personally I’ve known Rick for about 20 years, solely as a result of this workshop. He has always delivered a top notch event. They do this workshop every three years, and I didn’t want my agents to miss out on it because when he comes in the office, he does an extremely professional presentation, gets agents thinking and brings great value. As a result I recently had 7 agents in my company attend the RD Training Systems workshop called “The Edge 2.0”.

The materials in the workshop are delivered by 5 or 6 truly top producers in the industry, who are still active, so their material is very fresh, very relevant and very real. They do not just deliver great ideas and then attempt to sign the agents up for coaching. As a matter fact they volunteer themselves to be available as resources for free on the materials and systems that they speak on.

This really is the key to Rick’s program – they teach “systems”. All of the key niches and fundamentals agents know they need to do are delivered to them not only as educational content but literally every flyer, every letter, every email, every brochure etc. that the top producers used to become experts in the niche are turned over to our agents in a format that they love. Then to top it off Rick provides an amazing backend support to the agents which I truly appreciate as a manager, because the team at “The Edge” is actually willing to customize the materials for the agents! (no stress on our staff) In other words if they like an idea, and look at the materials and don’t want to edit it or format it themselves, they don’t have any excuse to get their system up and running-because if necessary Rick’s team will take them across the finish line. In addition, have access to free mentoring as they develop their system for 3 years.

In short his material, training and the delivery are top notch. As a matter fact every agent who came back from the workshop is a raving fan. The Edge 2.0 helps with traditional, online and sphere marketing – it’s the complete package. If you have any further questions please don’t hesitate to contact me

Mike Marmion
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