



June 18th, 2020

Richard J Kurtz
RD Training Systems, LLC.
RE: The Edge 2.0 System

Dear Rick,

I just had the pleasure of sitting through another presentation of your Real Estate Marketing system at our office this afternoon. To be quite honest, I only signed up for the meeting to partake in the “free” lunch, and being a little over two years since the last meeting, I was curious to see how the system has changed, if any.

As an Edge 2.0 system user for a couple years now – I can say with the utmost confidence that the system has at the least shaved a year of time off our production levels. Allow me to explain.

My RE sales team and I knew what we wanted to do and pretty much how we wanted it to function – we were just never able to pull all the pieces together for implementation. And this was ongoing for over 6 months! Your meeting a couple of years ago could not have come at a better time for us. After a quick team discussion, we decided your marketing program was offering exactly what we were internally trying to build but could never fully get the wheels moving. Our investment in the Edge 2.0 was recouped within a few months after implementation and now, years later, day in and day out, we are still using it – in fact, some of the systems are mandatory for our team members.

Our annual production has seen 20% or more growth every year since we were introduced to Edge 2.0. This program helped us lock down the #1 team spot at our office – again in 2019. I’d recommend this to any agent at any level.

Warmest Regards,

Chris Kaufman
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P.S. The #2 team at our office also invested in Edge 2.0 a few years back as well.