



**First American Title**<sup>SM</sup>

Richard Kurtz  
Resource Dynamics

August 28-2014

I just wanted to let you know how much I valued attending "The Solution Executive Conference" this week in Long Beach. As you know I have had the opportunity to attend many of the Top Real Estate Conferences in North America throughout my career, and I can't remember an event that provided more proven solutions for the Transition that is taking place in the Real Estate Industry. Agents that implement your Active Agent proven systems will have the Blueprint to become the Hyper local expert that today's savvy consumer is looking for.

The Real Estate Industry is in Transition and companies like Zillow are doing everything they can to influence the consumer by providing the value of the consumer's home. "The Solution" gives Agents the ability to become a Trusted Real Estate Advisor, and compete with Zillow in owning the consumers mind. I highly recommend this program to every Agent who wants to implement proven systems and strategies to transform their Real Estate Career.

Excel On Purpose,

Scott Laing  
Vice President  
Sales Manager  
First American Title Company  
[SLaing@FirstAm.com](mailto:SLaing@FirstAm.com)