



Dear Rick

Seldom if ever had I been so proud to offer such a glowing testimonial. One might even ask **“WHY”** would Bob Burns “The Million Dollar Mentor” who has helped Realtors® and agents, managers and brokers with his marketing ideas, mentoring and leadership sell over 30 Billion in real estate sales. That answer is simple: “Even at nearly 80 years old you either continue to grow or you simply rot and fall off the tree.” Because one thing I can assure the company and the cadre of powerful real estate leaders who participated in this event this industry will change more in the next five years than it has in the past seventy-five combined. Therefore, it is my personal opinion that this unique and powerful event is the best insurance policy against surviving and thriving in these changing times.

I got home last night at 10:00 P.M. After both a long Drive back from Orlando and a long full day of brilliant ideas provided by a “TEAM” of industry leaders. I woke-up wide awake at 3:00 A.M. thinking of all the things I could do better...Finally at 5:00 A.M. I decided to get up shower and head back for day- two. Your staff can confirm I was the first person there. *(By the way where your staff was already preparing for day-two of this perfectly timed and executed event)* My Wife said when I got home late well what was the “Bottom-Line” of this two-day event. You know you could have taught the event! My answer was this: “Honey if those 500 or so people who attended this unique event including myself will Get off their Seat...On Their Feet...And Out to the Street and implement a fraction of what they learned it will be the **BEST** investment they ever made.”

Let me share with you my answer to my wife who was questioning why I even attended your event. And I remind you it was a fair question...After all 50 years into to this industry it has treated me very well, we raised nine (9) children as a commissionable salesperson, we feed clothed and educated them from our endeavors in real estate. I have created “Systems” around a “Closed-Loop Management System following the legitimate “Sales Process” that I didn’t invent but was taught to me by some of the best that ever lived...Like my Mentor W. Clement Stone. So, what my strength is making things better...I call it **packaging**. And I must say this too is the strength of Rick Kurtz. Most people wouldn’t recognize the power behind the scenes...But Rick has the unique “Packaging” ability to bring together the top talent to deliver the timely cutting-edge material to advance careers and maximize results for those who implement. It isn’t a matter of can you afford it...If you are looking to be the best you can be...You can’t afford **NOT** to be there.

Honestly some of the “Systems” I have developed are among the best ever that have won National Addy Awards and two of them voted as the 10 Best Ever by the National Association of Realtors Marketing Division. “Open House Program” and Business-Base Development, and I would put my FSBO (Private Seller and Expired Listings programs up against any ones. However, on day one presenter Stuart Sutton from Texas blew me away not with his program necessarily but his approach...Who-When and Why he calls on the expired’s the way he does it’s brilliant...Not to mention he was mentored by another one of the presenters Rand smith and I have known of his talents for years and he and all the presenters measured up to the “Best of the Best”...The word most used by all presenters was “PROCESS” Webster defines a Process as: “A natural phenomenon marked by gradual change that leads to a particular result.” In this case the agent’s success. “Thank You” FOR AN AMAZING EXPERIENCE! So again, the bottom-bottom-line is this: If Tiger Woods-Michael Jordan and anyone else who has made it big needs a coach-mentor so do you! *(Agent’s)* and you just picked-up 5 or 6 of them “Some of the Best ever” in this two-day event. *So, thank you-Thank You- THANK YOU!*

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