

December 8th, 2015

This letter was received after he attended the office presentation before the live 2 day event.

Richard Kurtz
RD Training Systems
27201 Puerta Real Suite 300
Mission Viejo, CA 92691

Dear Richard,

I have finally recovered from your content rich 45 minute presentation that incited our entire office to sign up for your 2 day seminar (well almost all of them).

Having been in the business for 32 years and seen all of the cohorts you have worked with numerous times (Howard Brinton, Zig Ziglar, David Knox, Rick Deluca, and more), I am keenly tuned to systems and their implementation in our industry.

Having been a student of the game, I realize how critical it is to have the right response and the right tool in the heat of battle to secure a listing or a sale. Your willingness to share great information in the 45 minute meeting has only heightened my enthusiasm in attending the upcoming 2 day seminar. The star quality players you work with means all of us in the audience will benefit from years of experience from our industry's top players.

I just returned from the NAR convention in San Diego starved for this kind of content. Brokers everywhere need to invest in themselves with the systems you are advocating - otherwise they will compete against them and most likely lose.

Thank you for taking the time to prepare such a solid presentation, and I am looking forward to seeing you in Denver!

Regards,



Paul McDonald
(505) 780-1008
Associate Broker
Sotheby's International Realty

January 5, 2016

This letter was received after he attended the live event on December 16 & 17, 2015 in Denver, CO.

Richard Kurtz
RD Training Systems
27201 Puerta Real Suite 300
Mission Viejo, CA 92691

Dear Richard,

I love all of the information provided.

I used to have a pre-list package, and as a result of the seminar I am re-sculpting mine.

I have a great "Marketing Plan" book for the actual listing presentation, because sellers always ask, "what is the marketing plan?".

The SLY phone number the agent from Chicago provided is stealth and cool. And she reinforced the notion of emailing offers to sellers and allowing them to read them over as a good way to present and save time. I just bought the scan snap machine she recommended. I figured out a long time ago to have great printers in my office, as walking down the hall consumes too much time for everyone. But the time spent scanning snuck up on me - so I am excited to turn that on.

I created a new niche market here in Santa Fe. While your agent from Texas was presenting the niche concept, I was on my iPad securing santafeoutoftown.com. Like many 2nd home markets, many owners own spectacular homes remotely. I am putting together a team of top professionals who can assist with their home ownership. So when it comes time to sell, who will they think of?

I love that it looks like all of the software I use (I'm an Apple guy). I kick myself you-know-where for not having done this years ago. I have squandered away countless internet leads that that were written down on notepads and banished to the bottom of piles. I could go on and on. I just wanted to say thanks for pulling all of this brain power together in one room. You know what's expense? Not having knowledge.

I am reminded of a quote from John Kennedy. To paraphrase, he held a dinner at the White House with top intellectuals, business leaders, scientists, etc....and he said "Never in the history of the White House has so much brain power been together in one room, with the exception of when Thomas Jefferson sat down alone to dine."...thought you might like that.



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