



Dear Bob,

October 27, 2010

I am writing this letter to you to document the results of my 60-day test using your *Premier New-location and Referral Guide*<sup>™</sup> (PNG) to help me rebuild sales in my *The Real Estate Book* (TREB).

As you know, the real estate market is now very difficult, and may not significantly improve for possibly a year or more. My task of running TREB for the expansive area in Washington that includes, Grays Harbor, Mason, Kitsap, Clallam and Jefferson counties, is hard work even in the best of times.

Specifically, my greatest difficulty centers around convincing the real estate brokers and agents to even grant me a meeting. They almost fear making eye contact with me because they don't want to tell me "no" again to what they see as me taking money out of their wallet.

I was initially attracted to your PNG because of the blanket acceptance and utilization by the majority of real estate brokers and agents within your various publishing locals in my area. I appreciated your allowing me to travel with you while visiting over a dozen brokers and other TREB sales reps. Frankly, I was very impressed to witness, first hand, the enthusiasm and need with which they all spoke of your free PNG publication in dealing with their clientele.

I was also excited to listen, again first hand, to the agents express their willingness to meet with me to learn more about your PNG and the individual local community interactive maps we plan to include in my up-coming TREB editions, and to discuss reviewing their renewed interest in participating in TREB. I believe I will be adding new pages within the next few issues that will be a direct result of this. All of this is happening without taking any time away from my TREB business.

All in all, I am convinced that my participation in and with the PNG, will allow me to be more successful in a shorter period of time, with all of my area's real estate brokers and agents. The fact that there was no start-up cost for me to obtain this marketing advantage, makes this truly a "win-win-win" scenario for me, my customers and the PNG.

I look forward to a long, mutually productive business relationship with you and the PNG. I have no reservations about recommending a relationship with Premier Property Maps and the PNG, to all TREB franchisees and their sales reps.

Truly,

A handwritten signature in black ink, appearing to read 'Jude Larson', written over a light blue horizontal line.

Jude Larson  
The Real Estate Book of  
Kitsap & The Olympic Peninsula