



Robert and Doreen McLaughlin No. 3 Hartford Court
Stonehedge Tract - 'Hartford' floorplan

Date: February 1, 2003

To Whom It May Concern:

I am writing to express my satisfaction with the work done by Mr. Rich Estes in connection with the recent sale of my home.

This is the second time I employed Mr. Estes. On each occasion Mr. Estes demonstrated a unique commitment to maximizing the value of my home. The key to his approach was "staging". He spent hours going through each room in my home making subtle yet substantial changes to improve its appearance.

Even now, six months after it sold, my house continues to be the highest priced "comp" in the area.

If you want to sell your house quickly and maximize your profit, I strongly recommend Mr. Estes to help you realize your goal.

Sincerely,

Robert McLaughlin, Esq.

RELATIONSHIP MARKETING VERSUS CONSUMER MARKETING
Stonehedge Tract, Coto de Caza (last three 'Hartford' model sales)
5/29/02 Well-known top-producing Coto specialist (relationship marketing expert) sells 'Hartford' model for: \$585,000.
6/05/02 Another well-known, top-producing Coto specialist (relationship marketing expert) sells nicer 'Hartford' model for: \$599,000.
7/25/02 Rich Estes, the Harvard Guy, Consumer Marketing expert, sells staged 'Hartford' model for: **\$627,500** (4.75% - 7.25% more.)