



February 2, 1998

David Beson  
David Beson Seminars  
7200 W. 78th Street Minneapolis, MN  
55439-2505

Dear Dave:

Thanks for helping Sandra Nickel, REALTOR, to achieve its rather lofty 1997 goal of 125 units closed.

When we tore the last date off the 1997 calendar, we had just posted our 126 units.

A study of these closed units, indicates that almost two thirds of them were attributable either to repeat business or referrals from our client base. I believe your Letter Writer program is responsible in large measure for this huge percentage of our total units closed.

Back door losses can break a Realtor's heart. You know --you're riding down the street and you see your competitor's sign in the yard of a home you sold to someone two or three years ago. This happens all too frequently, but not to us. Because Letter Writer makes it so easy to be in touch with our clients and customers every month for seven years after closing, we're keeping ours in the fold.

In 1998, we're shooting to do 175 units. A part of our business plan is to have implemented your Expired Program. I'm proud to report that as of today, February 1, our effort with that program has already yielded a highly marketable listing which will probably also lead us to another sale as the property owner is a "move up" seller.

Thanks again for making it so easy for us to do so well. We hope you are doing as well. I appreciate you!

A handwritten signature in cursive script, appearing to read 'Sandra', written in black ink.

Sandra Nickel, CRS  
for the Sandra Nickel Results Team