

January 25, 2000

Dave Beson
Dave Beson Seminars
7200 West 78th Street
Minneapolis, Minnesota 55439



Dear Dave!

What an awesome day we spent with you! Our people are still talking about it – and you. You are a master teacher and a great person. Our people got so much from you at three different levels.

First, you are so entertaining that you held their attention for the whole day – not an easy task with this bunch. Some of them said they laughed so hard their sides hurt for a couple of days. You made the learning fun for us.


Second, your content was extraordinary. It was packed with lots of good stuff our people could use immediately. Many of them commented on how much they appreciated this. They can be a tough crowd. We have had some of the top speakers in the country into our company so our people have very high expectations of a speaker. You delivered!

Third, you delivered a very subtle but powerful philosophical message about what it means to be in the real estate business. Several of our more experienced partners commented that they had been so close to the business for so many years that they had forgotten to appreciate the opportunities we have. Two partners said you changed their mind about retirement and they are now renewed and ready to put their careers back on fire! Many related that this was the most powerful part of the day for them.

Dave, we want to thank you again for the difference you have made in our company. We hope you will join us again soon. Good luck to you this year.

Sincerely,

THE GROUP, INC.
Real Estate Associates


Larry Kendall
Chairman

South Office
375 East Horsetooth Road
Fort Collins, Colorado 80525
970/223-0700

