



Mark Eaton
PO Box 982108
Park City, UT 84098

Dear Mark,

On behalf of Real Property Management and our franchisees, I want to thank you for your presentation at our Annual Conference in San Diego earlier this year. Your talk about "The Four Commitments of a Winning Team" really resonated with me and our attendees. You are truly a quiet giant among public speakers.

Your story about how you learned each of the four commitments made each one memorable and real. I have often retold your story about Wilt Chamberlain telling you to "know your job – it's under the net, not chasing speedsters." (Sorry for the poor job of paraphrasing.) Understanding one's unique skills, making others look good, protecting your team – I remember your concepts without referring to notes. That speaks volumes about how well you communicated the ideas.

Although I have no direct proof of the impact your speech made on the audience, I do sense more teamwork throughout our organization. People are more direct about what they excel in doing, and are more open to help where they are less proficient. I hear people praise others more frequently. And, there seems to be more trust that co-workers will watch out for each other.

I have been personally involved in organizing dozens of conferences and a participant in countless industry conventions. Each one always had a guest presenter. Your presentation was one of the most memorable and impactful that I have heard.

Please feel free to share this letter with others who might consider having you as a speaker. Have them give me a call if they want a first-hand endorsement.

Thanks again for making our conference a memorable success.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rob Pifke', written over a horizontal line.

Robert C. Pifke
Chief Marketing Officer

Cc: Kirk McGary, CEO, Real Property Management