



Long & Foster
Celebrating 40 Years!



December 10, 2008

To Whom It May Concern:

As anyone in the real estate industry will tell you, 2008 has been a year full of changes and challenges. I have heard countless accounts from relatively new agents to long time producers about how this year has not only changed their business, but how it has impacted them personally as well. I became more and more concerned about how I could effectively help the agents in my office focus on what's positive and look forward to what 2009 will bring.

In planning for our Annual Meeting, I wanted to bring in a resource that would help the agents focus on what's right in their world, both professionally and personally. I wanted to find a trainer who could come in to talk "big picture" and not necessarily about the real estate industry, but also apply the lessons to life in general. Thankfully I didn't need to look far - Michelle Braden was the answer.

I have known Michelle since early 2007 and have been impressed by the passion and commitment she radiates when helping others. Michelle's years of successfully coaching and mentoring her clients to achieve their personal and professional best is a testament to her knowledge and experience. Even more important, in my opinion, is Michelle's ability to quickly and completely understand the needs of her clients and to deliver the support and guidance they need to achieve their goals. Michelle's warm, personable, yet fun approach puts her clients at ease and they know she's on their side.

During our Annual Meeting, Michelle was able to draw the agents out of their negative thoughts and get them to participate in a discussion about how they can choose their path to success. We all participated in a fantastic exercise that reinforced for agents their positive attributes and gifts as seen by their fellow agents - this was a truly uplifting, encouraging and affirming experience. Even today, I see agents talking about and referring back to their "gift card" with a smile.

The Annual Meeting was a huge success, in large part to Michelle Braden and her coaching. I highly recommend Michelle and MSBCoach to individuals and organizations looking for a professional who can help people realize their potential and create a pathway to success. I look forward to working with Michelle in the future and recommending her to my colleagues.

Sincerely,

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Oh, By the Way...if you know someone who needs real estate services, or someone interested in learning more about a career in real estate, please call me with their name and number and I'll be happy to follow up with them. Thank you!