



August 29, 2001

Mike Hughey
RE/MAX Bay Area
1758 Solano Ave.
Berkeley, CA 94707

Dear Mike:


Congratulations on making *Realtor Magazine's Top 300 U.S. Residential Real Estate Salespeople*. We are so proud of you for reaching this significant milestone in your career.

With the increased business acumen of your customers, being successful is no minor achievement. You must fulfill numerous complex roles. You must be a time management expert, a psychologist, a public relations expert, and, of course, the traditional real estate salesperson, standing for the traditions of local market knowledge and years of personal contacts to provide the highest level of customer service. Today, you must be a businessperson who is acquainted with financial statements and the global marketplace. You must be a lifelong learner. You must exemplify the new kid in town, the technologically savvy, who is adept at database management and offering the speed and reach of technology to your customers. In today's information overload business environment, your customers depend on you to filter the data, as well as hold their hand during an emotional transaction. You must be adept at complex negotiations, and customer profiling. Essentially, you are a bona-fide Renaissance practitioner.

You remain our most valuable asset and are a direct link to the success of RE/MAX. In our view, it's not the right business model; it's the right real estate salespeople that make the difference.

Again congratulations on this noteworthy achievement. You definitely earned and deserve bragging rights.

Sincerely,


Daryl Jespersen, ABR, CRB, CRP
President

DJ:sc