

September 23, 2008

To whom it may concern:

I have purchased multiple properties during the last 20 years and can honestly say that I have never encountered a real estate agent that even comes close to equaling the outstanding service provided by Mrs. Hope Cudd. As a real estate attorney and real estate developer, I deal with agents and brokers on a daily basis and have become accustomed to the complacency demonstrated by a large percentage of so-called "real estate professionals". Selling a home is a lot more than simply putting up a sign and waiting for calls and I'm afraid that fact has been ignored by many agents.

Mrs. Cudd stands in sharp contrast to the stereotypical agent. I am still impressed with the service she provided from my initial call all the way to closing and beyond. In essence, Mrs. Cudd's services are so thorough and complete that I can not think of a single item I would have wanted or needed that wasn't taken care of by Mrs. Cudd. Her knowledge of the product she is selling and the region she works in is truly impressive and she dutifully answered every imaginable question I had. The fact that I'm relocating my family from Florida made the transaction even more complicated, but after my very first meeting with Mrs. Cudd, I realized that with her working by our side, the transaction and relocation would be very smooth.

Mrs. Cudd provided us with voluminous information on the area and the many pamphlets and booklets we were handed have become my relocation bible. Mrs. Cudd and RE/MAX have put together an impressive amount of information on the area, ranging from every telephone number I could ever need, to local facts and figures on various useful topics. Over and above what she provided in writing, Mrs. Cudd's candid and honest personal information on the area helped my large family feel very much at ease with our big move. In addition, Mrs. Cudd's help in facilitating and coordinating outside services, such as home, termite and septic tank inspectors, surveyors, title and insurance agents and more, was instrumental in making this sale so smooth and enjoyable.

Mrs. Cudd's level of service is so thorough that I'm not embarrassed to admit that if not for her constant e-mails, letters and reminders, I would have forgotten to address several key items needed for closing. Mrs. Cudd clearly possesses excellent communication and interpersonal skills and she really has found a perfect combination of professionalism, experience, knowledge, honesty and friendliness. On a more personal level, I believe that one of Mrs. Cudd's greatest assets is that she comes across as someone who loves her job, is honest and sincere to a fault and wears her heart on her sleeves – what you see is what you get! In this day and age, this is a very refreshing attitude and one that all brokers and/or agents should aspire to.

I'm at a loss for words to express in more detail how meeting Mrs. Cudd and working closely with her has positively impacted my family. I had previously met with a few other agents in the area and the experience was not very pleasant. I was beginning to get a bit discouraged, but when we met Mrs. Cudd, everything changed for the better and I'm convinced that we may not have moved to the area if we had not crossed paths with her.

I would be honored to talk to any of Mrs. Cudd's potential clients and you can feel free to give my name and number to anyone you deem necessary. My current number is (305) 986-4563. I will provide Mrs. Cudd with new contact information once I move to Friendsville in December.

Sincerely,



Emiliano Herran, joined by wife Mirian and sons
Lucas, Guido, Federico, Nicholas, David and Eric.



AGENT EVALUATION FORM

We would appreciate if you would take a few minutes to fill out an evaluation on the RE/MAX First agent that helped you in the recent sale or purchase of your home.

Sections to complete..... Buyer A,C,D Seller A,B,D Both A,B,C,D

SECTION A Please rate your agent on the following.

- | | | | | | |
|--|------|------|------|-----------|-----------|
| 1. Knowledge | Poor | Fair | Good | Very Good | Excellent |
| 2. Accessibility | Poor | Fair | Good | Very Good | Excellent |
| 3. Professionalism | Poor | Fair | Good | Very Good | Excellent |
| 4. Effectiveness as a negotiator | Poor | Fair | Good | Very Good | Excellent |
| 5. Guiding you through the real estate transaction | Poor | Fair | Good | Very Good | Excellent |
| 6. Was this the only agent you utilized during the buying/selling process? | | | Yes | | No |

SECTION B Sellers

- | | | | | | |
|--|-------|------|------|-----------|-----------|
| 7. Did your agent market your home as promised? | Poor | Fair | Good | Very Good | Excellent |
| 8. What was the most useful thing your agent did to help sell your home? | _____ | | | | |

SECTION C Purchasers

- | | | | | | |
|--|------|------|------|-----------|-----------|
| 9. How many homes have you purchased in the past? | 0 | 1 | 2 | 3 | 4+ |
| 10. Was this agent able to determine your purchasing needs quickly and accurately? | Poor | Fair | Good | Very Good | Excellent |

SECTION D

What is the company/agent's greatest strengths? MRS. CUDD'S PROFESSIONALISM, EXPERIENCE, WORK ETHIC AND FRIENDLINESS ARE UNMATCHED.

What's the most valuable service this agent offered? HELP WITH RELOCATION INFORMATION

How could the company/agent improve their service? AS FAR AS MRS. CUDD, NO IMPROVEMENTS ARE NEEDED.

Would you use the same agent in a future real estate transaction No Yes

If no, please explain. _____

Thank you for taking the time to fill out this survey. We commit ourselves to the highest quality service possible and appreciate the time you have taken to help us maintain that promise.