

FROM: EJ Bodden
SENT: February 21, 2010
TO: Andrew Lacey
SUBJECT: I took 4 listings this week!!

Good morning, good morning, good morning Andrew Lacey,

I did it!!! 4 listings this week!!!

I had been a real estate agent for 3 years when I met you. I have a fantastic broker and I work for the best company in town. I diligently worked every program they brought to us. I was only taking a couple of listings a year but I wasn't worried because everyone knows it takes years to build a real estate career.

This was ok for me at the time because I find life in America to be very hectic, sometimes a bit overwhelming. Being a real estate agent gave me time to deal with everything.

On June 21, 2009 –I met you. By December 1, 2009 I had taken 21 listings. That is ten times my normal year in 4 months. I was so excited, and on track to reach my goals! My goals are 2 appointments a day, three saleable listings a week.

Then, in December, I was traveling a lot and got led away from my prospecting. I didn't take a single listing in January. But I got my structure back, (got my Lacey on) and haven't missed a day of prospecting this year. That cumulative effect you told us about has kicked in –this week I took 4 listings!!! Yeah for me!!!

Life can still get hectic – I do what I can and put the rest in those imaginary boxes you gave me, and guess what...everything is ok, life goes on.

I am no longer the real estate agent you met last year; I am now running my own Real Estate Business quite efficiently and successfully, thank you very much.

Cheers,

EJ Bodden
Coldwell Banker Wallace & Wallace
Knoxville, TN