



October, 2010

Mr. Michel Bron
Keller Williams Realty
Los Angeles, CA

Dear Michel,

My warmest congratulations on being among Keller Williams' Top 15 September Producers! Your production in Closed Volume is extremely exciting!

Recalling the Vancouver Olympics, I reviewed a newspaper article I remembered by Harvey Mackay, author of "Swim With The Sharks Without Being Eaten Alive", featuring Olympian lessons easily applied to everyday business. I believe that highlighting a few of these lessons in our monthly production recognition letters will be extremely pertinent as we continually strive to provide our customers and clients with 'gold medal service'!

One of the thrills of watching the Olympics is learning the participants' inspiring personal stories. Great *heart* is often revealed through their experiences of overcoming monumental obstacles, setbacks and even sorrow. Their hearts shine through in their competitions, deeply impacting the lives of those they touch. Conducting business with *heart* is our very culture and most definitely sets our Keller Williams family apart from others in our industry. Offering consistent professional, heartfelt service enriches lives, builds businesses and creates fulfillment for everyone!

May your professional career and personal life always be filled with *heart!*

Mo Anderson
Vice Chairman