



Coakley Realty Testimonial for Performance Realty Solutions:

Dear Bob,

I wanted to say thanks for introducing your “5 Steps to Success” CRE training program to me and my Company. The program for my Rookies has already exceeded my expectations, as it has paid for itself just in the first week alone. In the first week of the program you immediately helped two of the 6 agents taking the training, as one agent saved a deal that was deemed dead, and the other won a new assignment all as a result of what they learned within the program. I know that your “real” world role playing that you conduct within the program has been invaluable. Where else could my agents gain such insight in so short a time?

When you first spoke with me about your program, you had said that my new agents would learn, in two weeks time, what normally takes 2 years for the majority of them to learn & understand as regards the fundamentals of the business. It turns out you weren’t kidding.

The other factor that I wanted to point out is the amount of time and energy you have saved me, it is like having you as my own sales manager. I don’t always have the time to properly mentor my new agents, so by having them take your program it has helped me in real measurable terms to be more efficient in running my brokerage business. As a matter of fact, I am seriously thinking about you coming back on a regular basis to monitor the agent’s progress, and help direct their activities, much like a sales manager would do.

I would highly recommend your training program to any CRE firm that has new or inexperienced agents. You are to be commended for creating this long overdue program, and for helping raise the bar of professionalism within our Industry. The energy and enthusiasm you have brought to the training table is tremendous. I’ve gained a deeper appreciation about how the face to face type training is so much more effective than if my agents tried to learn this material strictly by CD or Audio tapes.

I truly want to wish you all the success and say thanks.

**Rory Coakley, President
Coakley Realty
Rockville, MD**