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letters to lore

[VOLUME 2 >> ISSUE 5] [SEPTEMBER / OCTOBER :: 2005]

We seem to really have struck a note with our July/August issue, which featured five of real estate's leading ladies. The article was perfectly timed for the transfer of authority at one of the brokerages featured in the article.


I just wanted to say that I think the cover story of lore, which featured our very own Robin Peterson, was very well done. I enjoyed reading it as I'm sure others did, too. Great job, and thanks for your support of our folks always.

Kathy Borruso

Director of Corporate Communications
NRT Inc.

I received my copy of lore last week and have been in a state of "daze." Although I may be very comfortable with my peers, I am pretty shy at heart. So, I took it home on that Friday night and critiqued the heck out of it: my picture, the article ... and only showing it to my two daughters — no one else. Now, 10 days later, I have a better perspective on it and wanted to share with you the wonderful and supportive comments that I have received. I have received so many e-mails, phone calls and flowers from friends, agents and other broker/owners from across the country of "congratulations," "you deserve it," "way to go woman CEO," "inspiring to see success without a college degree," "we always knew it," "wonderful tribute to your father." It has been very heartwarming, reassuring and overwhelming all at the same time.

Anyway, I thank you from the bottom of my heart for having the faith and confidence that my life would be of interest, or value, to anyone else — let alone worthy of being on the cover of your fine



magazine! Thank you, thank you.

Before I finish, this “thank-you” takes on a secondary meaning. Just as the magazine was being mailed, Bob (Todd) had finally come to the decision to publicly announce to our agents that he was “passing the torch” on to me and semiretiring. His letter and the lore article timing could not have been better planned had it been done on purpose! It gave credibility and validation to his letter. In addition, the outpouring of support and loyalty from our agents has validated Bob’s decision!

Thank you is just not enough, but they’re the best words I have to express my gratitude!

God works in mysterious ways.

Kelli Todd-Amundson

CEO

RE/MAX All-Cities Realty

I just returned from vacation to find the new issue of lore on my desk. What a nice surprise. The photos are beautiful. Each of us looks better than the next. I thought the cover worked out well, too. Somehow, you know it needs to be opened. Congratulations on an excellent result. I know you all worked long and hard on this project. I am thrilled to be part of this group. Thank you so much for the opportunity. It was lots of fun with lots of great WOMEN!

Joan Docktor

Senior Vice President/General Sales Manager

Prudential Fox & Roach

Congratulations. The magazine is fabulous! The photos are superb, while the articles are truly inspiring. I am so honored to be a part of it.

It was gracious of you to invite me to be on the cover and be featured with outstanding colleagues in the real estate industry. You made the project a pleasure to do and I enjoyed every minute of it.

Perhaps we could plan a reunion with the ladies!

Pamela Alexander

Chief Executive Officer

RE/MAX Ontario-Atlantic Canada Inc.

Thanks so much for sending a copy of the magazine. I was thrilled to read it. It was wonderful to work with you and I was so impressed with all that you do. The (Gathering of Eagles) conference was terrific and I have been incorporating so much of what I learned in many of my recent

presentations.

Robin Peterson

President
Coldwell Banker Burnet.

I just received the July/August issue of lore. Thank you. The cover layout and the spread on the "Fab Five" are fabulous.

Cathy Peabody

Vice President Client Services
Unique Global Estates

Just got my July/August edition of lore. It is stunning!

Laura Miraglio

Director of Product Development
Fidelity National Real Estate Solutions

Thank you for selecting Patricia Jones and her P.S. I Love You Foundation as a feature in the latest lore magazine. She and her compassion deserve the recognition you bestowed on her, and I do appreciate it as well.

Michael Collins

General Manager
Shorewood Realtors Inc.

What an absolutely beautiful magazine. The article your team created about the P.S. I Love You Foundation, Christopher, my real estate partners and me was heartfelt. I am really proud and really taken aback.

I wanted to personally thank you from the bottom of my toes. Christopher was very proud, too, for his grandmother and for him.

I appreciate the work you and your team accomplished through this magazine. It is wonderful to read these stories of people in the business. The five women on the cover sound fantastic. I will contact one of them in my area to congratulate her.

Patricia Jones

Home Team
Shorewood Realtors

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