



RESIDENTIAL BROKERAGE

9332 FUERTE DRIVE  
LA MESA, CA 91941  
BUS. (619) 460-6600  
FAX (619) 460-6617

To Whom It May Concern:

The purpose of this letter is to recommend Joe Connor. I have known Joe for the past three years as a result of my involvement with the East San Diego County Association of Realtors as its chief spokesperson for our annual Home Buyers Fair. Joe has been responsible for leading the media relations efforts for the event the past three years, and each year his efforts have helped increase our attendance significantly. The most recent fair in March was our best attended event ever, and was mostly due to Joe's outstanding promotional efforts. For example, he secured media coverage on KOGO radio, San Diego 6 and KGTV television, and even influenced KUSI to come out to our event.

When I first started working with Joe, he provided media training so I felt comfortable speaking on live radio and television. Not only does Joe have demonstrated skills, he is also extremely thorough and professional. For every interview Joe has booked on behalf of the East San Diego County Association of Realtors, he has made sure to remind me to reinforce key messages to get across to our target audience. I have always felt fully prepared and comfortable participating in live interviews as a result of Joe's years of marketing expertise.

In short, I highly recommend Joe. He is extremely well-organized, detail-oriented and on top of his game in every way, and the proof is in the consistent results he has achieved for us. Joe has been an incredible asset for our Home Buyers Fair, and if given the opportunity, we certainly hope to retain his services again next year. Should you have any questions about Joe, please feel free to contact me at 619-987-1061.

Sincerely,

Tina Rogers, Realtor® Coldwell Banker  
Housing Opportunity Committee Chairperson  
East San Diego County Association of Realtors®