



# 2011 was a great year for the family at *From Your Friends...*

*It's tradition for friends and families to send out a holiday letter explaining all the wonderful things that happened throughout the year that didn't happen to you. If you're anything like us, you live vicariously through these letters, dreaming wistfully of being as exciting, well—traveled and accomplished as the people you read about. Since we consider you to be a part of our family, you're obligated to read this entire letter. And if enough people say they like it, we'll send one for every holiday! Next up, January 3...National Fruitcake Toss Day!*



**Chad (The Boss)** continues to establish himself as one of the premier real estate marketing gurus of the early 2010's. His ubiquitous collection of published articles and interviews for industry publications have prompted mid-day naptime for thousands of Realtors across the United States. He continues to gain notoriety for using terms such as "The Proximity Effect" in his articles that no-one, not even he himself, can pronounce or knows the definition of. January 2011 also marked the 10 year anniversary of Chad starting the company with a computer, \$1000 and 100 square feet in his basement. Congratulations Chad!

**Julie (Co-Boss and Top-Chef Wannabe)** spent 2011 giving of herself to clients in need through relationship marketing advice and top-quality baked goods. Her determination to carry a cake onto a commercial airliner single-handedly raised \$70 in Coldwell Banker Tomlinson Group's bake sale. And somehow, she managed to get Margaret Kelly, CEO of RE/MAX International, to be her opening act at a recent sales presentation. She's always available if you'd like an inspiring presentation or a tasty cake!



**Bill (Artiste Extraordinaire)** hid behind his elaborate Mac design studio, that no one else in the office knows how to use, for nearly 38,212 billable hours. At least we think he did, we can't really see him behind that giant monitor. If you had to come up with 200 different ways to display a plate of food on a 9 inch postcard every year, you'd be glued to your chair, too.



**Sue (The Voice On The Other End Of The Phone That Helps You With All The Stuff)** answered the phone with "Thank you for calling From Your Friends, this is Sue." upwards of 87,000 times in 2011. In fact, we're pretty sure she included those words in the vows at her wedding. Sue is also responsible for fixing and uploading 2,256 subscriber databases, coming up with hundreds of phrases to creatively ask for referrals, and saving countless UPS & FedEx drivers from our roving pack of office dogs.



**Jamie (Chief Offer Getter)** is the one who cries every time you complain that you didn't like the restaurant we featured last month. Or maybe that's just the pregnancy hormones. She took us very seriously when we told her if she wanted an assistant she'd have to make one herself. Through Jamie's commitment to keeping a phone glued to her ear for 16 hours per day, From Your Friends provided our subscribers with nearly \$18,000,000 worth of valuable offers.



**Mark (Travelling Salesman)** thought he'd have a life like George Clooney's in "Up In The Air"... exciting destinations, traveling first class. Instead, his last trip was 16 hours in security lines and on 727's with his knees pressed up against his chest, 8 hours in a Hyundai hatchback, 5 fast-food meals eaten with one hand while driving and an \$81 speeding ticket, to present the highly effective, affordable & valuable From Your Friends relationship marketing program to the one solitary real estate agent who braved the snow to hear Mark speak.

(Wracked with guilt, the agent subscribed.) Of course, they're not all that bad. This year Mark's two most notable presentations included sharing the stage with nationally known real estate presenters & marginally famous guys David Knox and Darryl Davis before crowds of 400-500 enthusiastic Realtors. Mark's goal for 2012 is to close the deal with that brokerage in Honolulu.

**Julie L. (Restaurant Cyber Stalker & Different than the Other Julie)**



is the latest addition to the From Your Friends family. We asked Julie what she wanted to say in this letter but we couldn't hear the answer over the sound of her stomach growling. Over 6,000 hours on opentable.com, Urbanspoon.com and Zagat staring at food will make anyone ravenous, especially when most of the time she brings Ramen for lunch. Think of her hard work next time you crack a crab leg or bite into that filet at Ruth's Chris.



**Radar (Office Security Chief)** when not asleep & **Dakota (Radar's Minion)** when not

chasing his own tail... licked, sniffed, pawed, slobbered and thoroughly inspected every delivery person and package that came to the office, thus ensuring all of our personal safety and the continued profitability of the lint-roller companies.

*So, that about covers it. Somewhere in all the baking, traveling, writing, drooling and barking, we managed to send out over 1.25 million From Your Friends postcards in 2011, with a value of nearly 18 million dollars in great restaurant and venue offers, for 2000 agents in 16 cities. Not too bad for 7 people and two dogs!*

*Merry Christmas & Happy Holidays from the From Your Friends family: Chad, Julie, Bill, Sue, Jamie, Mark, Julie L., Dakota & Radar*